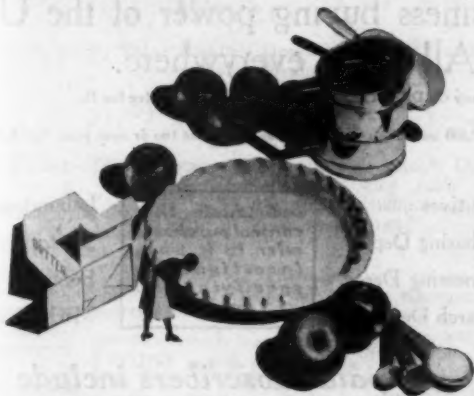


PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CXLVII, No. 2 NEW YORK, APRIL 11, 1929

10c. A COPY



A Bigger and Better Idea

For four years Hills Bros.' continuous process of roasting coffee a few pounds at a time—Controlled Roasting—has been presented to the public by comparing it with the preparation of food. We have shown that food is better when made in small quantities, or when its ingredients are mixed together a little at a time.

This year this comparison is made more forceful than ever by the use of startling pictures and captions which nick with the kitchen sense of every woman who cooks. For example—"Making and baking a ten-foot pie would certainly keep you guessing."

This, the eighth consecutive campaign built along these lines, has made a bigger impression on the consumer, salesman, and grocer than any preceding.

N. W. AYER & SON

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

The only Paid Circulation work, and the only "A.B.C." member, of its kind

The Guide to Sources of Supply
used by *25,000 upper class con-
cerns comprising 50% of the total
business buying power of the U. S.
—All lines, everywhere.

They ORDER it, AND PAY a substantial price for it.

*Not 25,000 one edition — some use one edition for two or more years. Get A.B.C. audit

Executives
Purchasing Depts.
Engineering Depts.
Research Depts.

*individuals that
control purchases
refer to it when
investigating,
specifying and
buying.*

Laboratories
Superintendents
Foremen
Mechanics

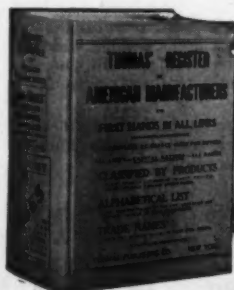
Its paid subscribers include

More than 850 in the "over \$10,000,000 class"

More than 3,000 "over \$1,000,000"

More than 8,000 "over \$100,000"

**Presents the sales mes-
sage at the moment
when purchasing is
contemplated.**



**THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY**

**4500 pages \$15.00
9 x 12—**

THOMAS PUBLISHING CO., 461 8th Avenue, New York

Issued w
Publishers
June 29, 1
Vol. CX

10

Answer

(a) Space

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLVII

NEW YORK, APRIL 11, 1929

No. 2

100 Checking Points for Space Buyers

Answered Properly, These Hundred Questions Would Revolutionize Space-Buying Methods

By M. L. Wilson

The Blackman Company

(a) Space Buying—The Advertiser

1

JUST what do you mean to convey by the sign in your lobby, "Our advertising is placed by such and such an agency?" Is it meant to scare off competing agents, or to frighten away representatives with space to sell? When a representative sees it, is he supposed to see you or the agent? Shouldn't there be some sort of explanation?

2

As a qualification for space buying, just how much real merchandising or selling experience has your advertising manager enjoyed? How well does he know your marketing problems?

3

Given a number of facts—has your advertising manager who buys space the ability to sift the facts, equipment to weigh the value of facts and judgment to make a decision?

4

Have you any plan to safeguard the time of your advertising man-

ager who buys space? Does he see everybody who calls on him whether the publication is likely to be used or not?

5

Have you any system whereby your advertising manager can talk with representatives in regard to

space, and do a full day's work at the same time? How much of this talk is mere gossip between good fellows?

6

Have you ever figured out how much the space buying activity of your advertising manager costs you?

7

Have you ever definitely set down the advantages of your advertising manager being a controlling part of the space buying activities? Also the

disadvantages that may accrue from such an arrangement?

8

If you give him authority in space buying, does he use his power discreetly and advise with the agent, or does he dictate to the agent?

THIS was a discouraging job. I had to do it pretty well all myself. Those who one would have thought were in a position to help me apparently were not able to express themselves. So I was encouraged when a representative said to me (after reading the next before the final revise): "If the agency or advertiser would only take this thing and absorb it there would be almost a revolution in space buying and the advertiser would get more for his dollar." I hope he is right and that this may help clarify the situation.—M. L. Wilson.

9

If you have no advertising agent, what check in the selection of mediums do you place on your advertising manager?

10

To what extent is your advertising manager duplicating the work of the media department of your advertising agency? You understand, of course, that you are footing the bill.

11

Are you overlooking the fact that your advertising agency is a storehouse of merchandising experiences in many fields, all of which points to where markets are and what publications reach them most efficiently? Are you using this knowledge or cramping your agent's service by dictation and insistence on definite lines of procedure?

12

Have you ever considered that perhaps you would save considerable money by leaving the entire responsibility for space buying in the hands of your advertising agent?

(b) *Space Buying—The Agent*

13

Do you appreciate that space buying and the making of the advertisement are your principal functions as an advertising agent, and that upon your media department in very large measure depends your success?

14

In the house thinking, is the media department "way off in a corner," or is it a real vibrant part of your agency organization?

15

Do you as an agent realize it matters little how wonderful the copy, how good the art, how perfect the plate may be, if the wrong mediums are used?

16

Do you consider the function of space buying of parallel importance with art, production and copy?

17

Is your *space buying ability* so good that both you and your customer recognize it as a constant contributing factor to his success as an advertiser?

18

Do your customers look on your media department as a real arm of your service, or do they think that either their advertising manager or the account executive knows enough to make up a strong list?

19

Is your media department properly represented in discussions with the client, or does the account executive relay to the client the thinking of the media department and throw in a few of his own preferences for good measure?

20

How impressive is your media department compared, say, to the art department? Does it look important or just an uninviting department tagged to the mechanism of the organization?

21

Have the men in your media department the real say, or is your department little more than a dummy, receiving its orders from the account executive, the customer or the head of your agency?

22

Are you proud of your media department; do you stick out your chest when thinking or talking about it?

23

Do you think your media department is ahead of any other media department in any agency of equal billing?

24

When you buy space for your client you are simply hiring salesmen to carry printed sales messages to the dealer or consumer or both. A good list represents a good bunch of salesmen. A poor list, a lot of weak sisters.

25

Are you particular about the person who receives those who call?

ad

BO

CA

M

R

THI
Ad

FOOD PRODUCTS

advertised through this company

BORDEN'S Evaporated, Malted & Chocolate Malted Milk

CANNED FOODS (National Cannery Association)

MANITOU Sparkling Water & Ginger Champagne

REICHARDT'S Confections & Chocolate Dessert

MEAT (Institute of American Meat Packers)

BEECH-NUT Food Products & Confections

DIAMOND BRAND California Walnuts

WASCAR PROCESS Chocolate Coating

GOLDEN STATE Butter & Ice Cream

SHREDDED WHEAT (Pacific Coast)

SUNSWEEET Dried Prunes & Apricots

HENKEL'S VELVET Cake Flour

FLUFFO Shortening & Salad Oil

CALIFORNIA Canned Asparagus

SEASIDE BRAND Lima Beans

DEL MONTE Food Products

BLUE DIAMOND Almonds

PIONEER Minced Sea Clams

SUNFREZE Ice Cream

HAWAIIAN Pineapple

NEFCO CHILLETS

MAINE Potatoes

THE H. K. McCANN COMPANY

Advertising

NEW YORK . . . CHICAGO . . . CLEVELAND . . . SAN FRANCISCO
LOS ANGELES . . . SEATTLE . . . DENVER . . . MONTREAL
TORONTO . . . and . . . LONDON . . . PARIS . . . BERLIN

Has she or he tact and intelligence?
Can she or he represent you as
you would like to be represented?

26

Waiting in the reception room
of an agency is the greatest time
and money waster in the advertis-
ing profession. What are you do-
ing to help cut down this waste?

27

Your philosophy concerning those
who call on you seeking business
may be—the whole thing is a
nuisance, it is one of the necessary
drawbacks in the agency profes-
sion; or it is a help. It makes a
whole lot of difference to your
agency which of the three repre-
sents your attitude.

28

Is your media department con-
veniently located? Is it easily ac-
cessible to those who call?

29

Do you try to make it difficult
for a representative to get to the
man he wishes to see?

30

When a representative calls and
you know the man he wants to
see is busy and will be busy for
some time, do you just let the caller
sit there and wait and wait or do
you tell him immediately how long
he will probably have to wait or
suggest another date?

31

Do you make any discrimination
in the handling of calls concern-
ing contracts which are in exis-
tence and those calls involving new
contracts?

32

If you insist on the personnel of
your media department sitting in
general conferences and listening
to the voluntary interruptions of
fellow employees from other de-
partments, you will make it impos-
sible for your people to give the
proper time to making up lists or
to seeing representatives who can
give them something of value.

33

Is the personnel of your media
department especially chosen or

have those who work in it just
drifted in?

34

Are the men in your media de-
partment of equal general ability
to those who head and man the
other departments of your agency?

35

Do all the men in your media
department have a broad general
knowledge of mediums? Also can
this knowledge be focussed on a
definite situation, intelligently and
effectively?

36

The more the men in your media
department are "in touch with life,"
the better grasp they will have of
their jobs. Space buying involves
so many things that growth must
come from forces outside of the
daily grind.

37

Do your media men radiate the
thought that they are sound think-
ers, broadminded, just and alert
for new opportunities?

38

Have the men in your media
department initiative, do they think
for themselves, or are they just
trailers following the way pointed
to them by the last strong man
with whom they talked?

39

Are your men trained to recog-
nize generous worth in a propo-
sition, or are they coldly cynical
as a matter of business? Poses,
even when they may seem to en-
large the stature of an individual,
seldom make your organization
look as big as it is.

40

How extensively has each mem-
ber of your media department
traveled before he went into your
department? How extensively has
he traveled since? To buy the
United States, one must have at
least a broad general knowledge of
the United States.

41

When a representative talks
about Dallas, Texas, or Bangor,
Me., or Harrisburg, Pa., or Little



A



**"Damn the torpedoes
... full steam ahead!"**



Mobile Bay — the strident whine of grape and canister overhead—the sullen threat of mines below. Iron-jawed Farragut growls his deep-throated challenge: "Damn the torpedoes—full steam ahead." ¶ The Atlantic recorded it. Still an infant publication, The Atlantic Monthly received its baptism in the deadly fire of Civil War. And to The Atlantic fell a full share of the task in reporting the struggle for the preservation of our Union. ¶ A far cry indeed from 1929 to 1863—yet it merely emphasizes again that The Atlantic has shared with the Nation in every epoch from dark adversity to teeming prosperity. ¶ Today on the rising tide of 130,000 Net Paid A. B. C. circulation, we offer The Atlantic Monthly with a proven record, traditional as charting the buying habits of a nation.

THE ATLANTIC MONTHLY

8 Arlington Street, Boston, Mass.

ONE OF THE QUALITY THREE

"AMERICA'S MOST QUOTED PICTORIAL"

Rock, Ark., has the man he is talking to in your media department an actual picture of the cities, having been there? If he hasn't—dollars to doughnuts the representative has.

42

Has your media department imagination? Does it visualize constantly sound expansion of all advertising appropriations or does it base the size of its recommendation upon a figure set by the advertiser or the account executive?

43

When you want to reach the farmer, has the man who will make the decision ever been near a farm, ever traveled the farming country, or has his experience in life been strictly urban? Buying in one field based on experience in another is something that is turning gray the hair of many a good representative.

44

This happened in one of our large agencies in this year of grace 1929: The space buyer is talking to the representative: "I am new at this and know absolutely nothing of your field, so I am virgin material for education." Could this happen in your agency?

45

Is the head of your media department just an employee, or has he prospects of going much farther up the line? If so, does he know it?

46

Can a definite number of those working in your media department go into a general discussion of media and take a leadership in the thinking of the meeting?

47

The media department is the last place for the temperamental man. Have you temperament in your department?

48

How do you prevent the men in your media department from becoming one or more of the following—crab, jellyfish, lightweight, bully, duffer or snob?

49

Have you ever given this a thought: "Perhaps I may be relying on clerks to spend the vast sums intrusted to me by my customers"? Perhaps the expenditures are based mostly on hunches.

50

Have you a little "buffer" in your media department? Give him the hook!

51

Is the real man in your media department known on each account without any hokum?

52

Is it possible in your agency for a representative promptly to see the man who has real authority, or does he have to see a number of go-betweens before he can get to the right man?

53

Have the men other than the head in your media department, those who the general run of representatives must see, real authority?

54

If you give them real authority, are they of such a calibre that they do you and your agency justice?

55

To an outsider is the impression given that you have nothing but "boys" in your media department?

56

Do any of your men swagger before representatives who are earning perhaps five or ten times as much as the individual in question? It is probably doing you greater harm than you would imagine.

57

Is the attitude of your men always seemingly *against* the representative? Do you make it just as uncomfortable for the man calling on you as you can, or do you treat him as a human being?

58

Does each of your men in your media department hold himself in
(Continued on page 160)

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Thorough Trading Area Coverage Through One Newspaper!

Test All Papers—Then Use Journal Alone!

FIFTY-SIX national advertisers learned the comparative selling power of Milwaukee papers by dividing their lineage in 1927—and then used The Milwaukee Journal exclusively in 1928!

Their accounts varied in size from 1,000 to 25,000 lines and embraced all types of products from necessities to luxuries!

Sell Milwaukee economically through Journal coverage of more than 4 out of 5 homes!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

418 National Accounts Used The Journal Exclusively in 1928!

Many an Inquiry Is Costly at Any Price

Chicago Real Estate Advertisers Try Low Cost Inquiry Plan and Find It Wanting

By Henry C. Chase

Vice-President, Hurja, Chase & Hooker, Inc.

IT was six months after the collapse of the colorful Florida real estate boom—a sweltering August afternoon in the Loop district of Chicago. Real estate salesmen were playing hookey on the beaches along the lake front while their sales managers, in shirt sleeves, sat in front of open windows for a breath of air and wondered what was wrong with the Chicago market.

These dynamic sales engineers had tried everything to induce people to come out to their property. "Ten dollars down—ten dollars a month for a 50-foot lot—even "Free Taxi Rides" had failed to coax folks away from the forest preserves on Sunday. Overhead sales costs were mounting daily—and the less said about advertising costs, the better.

Many of these sales managers were operating on a shoe-string-percentage basis endeavoring to dispose of property owned by syndicates of small buyers. Out of their 40 per cent commissions for selling the property came rent, autos, salesmen's drawing accounts and advertising. "Why only a short time ago, we could advertise for 5 per cent of our gross sales cost and now it's 18 per cent. We'll go broke if this keeps up." And they did. By October many a gilded door would be closed and the buyer of a partially drained

swamp would wonder if his contract was worth a cent on the dollar.


And on this August day, even the oldest, most reliable and conservative subdividers were in the frame of mind to "try anything." One called in his advertising manager and implored him to devise some scheme to get leads "at a reasonable figure—at least for \$10 a-piece."

It must have been the humidity, for this advertising manager, in a moment of sheer effrontery, stated that he'd work out a plan that would bring in leads that would cost less than \$1 apiece—and he did.

While the streets of the suburbs were noisy with playing children, and women with babies sat on the front "stoop," he perspired over a plan—an idea to own a home "Free—No cash required." It

was possibly a wild idea and in the morning he realized that the advertisement was worthless. Nevertheless, he carried out his promise and submitted the plan. It was accepted as a test advertisement.

Salesmen were located, and the regular pep meeting methods used to acquaint them with this new method of selling property. It might require a little finesse to get past that headline "but after all you will be talking to people who are interested in owning a home



NO CASH REQUIRED
Move in Now!
This Beautiful Home May Be Yours

People who are tired of paying too great money month after month to rent for study apartments are now able to own their own home—No cash required. Due to our vast resources, we are now able to extend a simple financing service to you if you are able to meet these simple conditions. Read these carefully. There's no sweat. Here they are:

1. If you are able to drive your car.
2. If you are not married or just married.
3. If you own a lot in one of our subdivisions.

Or you may be able to qualify if you can meet the following:

A. Your conditions 1 and 2 above.
B. If you are not married to Cook County, Ill. (married to other counties will be all right).
C. If you do not own any real estate at the present time.

Don't forget! The top of the market is here and it will last for months in Chicago and vicinity. Our prices are always low in these subdivisions. That's why we are able to offer you this opportunity. Don't miss it. Write for more details. For complete information write:

HURJA, CHASE & HOOKER, INC.
1111 North Dearborn Street
Chicago, Ill.
Send me no money information about your plan. I will return it to you.

NAME _____
ADDRESS _____
CITY _____

Chicago Newspapers Became Flooded with This Type of Advertisement

Des Moines Newspaper Mergers Save Advertisers 26%

Five years ago there were four newspapers in Des Moines with a combined circulation of 228,895. Advertisers paid a total of 54c per line for the four papers.

Today, as a result of mergers, two newspapers sold as a unit offer the advertiser 231,464 circulation for 40c a line. The circulation is larger, the rate is 26% less.

1924		
	*Circulation	Rate
Des Moines Register and Tribune	Net Paid 143,214	Per Line 30c
Des Moines Capital	57,945	14c
Des Moines News	27,736	10c
Total	228,895	54c

**Net paid average 6 months ending
September 30, 1924*

1929		
	†Circulation	Rate
Des Moines Register and Tribune	Net Paid 231,464	Per Line 40c

*The Des Moines News was merged with
The Tribune November 10, 1924.*

*The Des Moines Capital was merged with
The Tribune February 14, 1927.*

The Des Moines Register and Tribune

†February 1929, net paid average

and that's better than cold turkey canvassing."

Then, in order to give the advertisement more than an even break, it was decided to run it in an evening paper on one of the best coupon days—Tuesday. Cost about \$600 and after Tuesday, the deluge. Coupons, coupons, coupons, more than 700 within two days. The salesmen called on these prospects and came back—disgusted. The sales manager went out and returned in the same frame of mind. Even the advertising agency was called upon to follow up twenty inquiries.

From the first prospect to the last, the advertisement proved a complete "flop" as a business sales producer. For Cook County folks are trained to believe in headlines and not agate or even fourteen-point type. A motorman sees that Utopia is here—he can possess the home of his dreams *free* and naturally he wants to move in immediately. What cares he about restrictions 1-2-3, or A B and C?

But real estate salesmen live upon commissions. And drawing accounts cannot be paid unless some article of intrinsic worth enters into the transaction. This advertisement was never repeated by this particular real estate agent.

But look! Here's a similar advertisement. There's another—and another. For thirty days the daily newspapers are flooded. One flattering competitor goes so far as to reproduce the text intact—the illustration, however, is faulty, so he places a watchful mother on the front step of the bungalow. Another operator, more bold, seems to offer to you \$300 if you will take a lot off his hands. Only you do not know who he is unless you send in the coupon. Each operator seems reluctant to support this new idea with his firm name. Every offering is blind.

And there's finally an ending—censorship falls in the form of an ultimatum from the Chicago daily newspapers, refusing to accept any more "blind" display advertising from real estate concerns. The Better Business Bureau heaves a sigh of relief.

Chicago is another city where advertising men and real estate operators have discovered that there are more profitable games than "follow the leader."

Moral (if any): In this struggle for increased sales and prospective buyers, it is not such a difficult job to produce inquiries at low cost. Therefore, the emphasis should be laid upon the type of lead produced, for many an inquiry is costly at any price.

Boston Agency to Direct Acoustex Advertising

The Housing Company, Boston, has appointed Wolcott & Holcomb, Inc., advertising agency of that city, to direct the advertising of its acoustical division. Architectural magazines and direct mail will be used to advertise "Acoustex," a sound-absorbent tile.

Poultry Plant Equipment Account to R. D. Wylly, Inc.

The Shenandoah Manufacturing Company, Harrisonburg, Va., manufacturer of poultry plant equipment, has appointed R. D. Wylly, Inc., Washington, D. C., advertising agency, to direct its advertising account. Farm papers and direct mail will be used.

Indian State Railways Plan Campaign

The Indian State Railways will start an advertising campaign in America to promote travel in India, beginning in June issues of magazines. Ray D. Lillibridge, Inc., New York advertising agency, has been appointed to direct this advertising.

Aircraft Motor Account to Reimers & Whitehill Agency

Brownback Motor Laboratories, Inc., New York, manufacturer of airplane engines, has appointed Reimers & Whitehill, Inc., New York advertising agency, to direct its advertising account.

Storage Battery Account to Erwin, Wasey

The Philadelphia Storage Battery Company, Philadelphia, has appointed Erwin, Wasey & Company, New York advertising agency, to direct its advertising account.

New York "Telegram" Appoints C. N. Greig

Carlisle N. Greig has been appointed sales promotion manager of the New York *Telegram*.



IN THESE IMPORTANT CLASSIFICATIONS

THERE should be no confusion in the minds of space buyers regarding the Jacksonville and Florida markets. In Jacksonville The Florida Times-Union is **FIRST** in every important classification—the leader, month in and month out, year in and year out—first in circulation and covers a wider area than any other Florida newspaper. The only safe basis on which to judge a newspaper's value in a market is through complete, time-tested facts. Send for any proof you need.

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.
(Formerly Benjamin & Kentner Company)

New York . . .	2 West 45th Street	Philadelphia . . .	1524 Chestnut Street
Chicago . . .	203 N. Wabash Avenue	Los Angeles . . .	117 West 9th Street
	San Francisco . . .		58 Sutter Street

the NEWSPAPER

THE CHICAGO DAILY NEWS

ESTD 1847—CHICAGO, ILL.—PUBLISHED DAILY EXCEPT SUNDAYS AND HOLIDAYS

BYRD FLYERS LOST IN POLAR SKIES

Nation's Worst Airplane Tragedy Costs Lives of Fourteen

ST. LOUIS, Mo., April 11.—(AP.)—Fourteen men, including the famous aviator, Harold G. Gatty, were killed today when their airplane crashed into the ice of the Arctic Ocean.

The crash occurred on the ice of the Arctic Ocean, about 1,000 miles from the coast of Alaska.

The airplane was a biplane, and was carrying 14 men and a dog.

The crash occurred while the airplane was flying over the ice of the Arctic Ocean.

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ADVERTISING REPRESENTATIVES

NEW YORK

J. B. Woodward
110 E. 42d St.

CHICAGO

Woodward & Kelly
360 N. Michigan Ave.

DETROIT

Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO

C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

Member of The 100,000 Group of American Cities

Story of a

—as told in its pages

Typography

THERE is no better indication of the value of a newspaper as an advertising medium than the newspaper itself. *For in the character of its pages, in the worth and variety of its departments, may be seen the character of the readers it attracts.*

The general appearance of The Chicago Daily News is attractive and readable, reflecting in dress and typography the dignity, poise and good taste that characterize its editorial standards.

The Daily News is printed in Ionic No. 5, a 7-point type on an 8½-point base, the largest and most legible body type used by any Chicago newspaper. Pictures are freely used and reproduction is good.

Physically The Daily News is designed to be read with ease and pleasure by those whose interest in the news of the day extends farther than pictures and headlines.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper



Doctor X is in Jail

The January 1, 1929, issue of **THE OKLAHOMA FARMER-STOCKMAN** carried a notice of a certain doctor who collected a sum of money from a subscriber to **THE OKLAHOMA FARMER-STOCKMAN** . . . and disappeared. Investigation showed that this man was practicing without a license and that he had rendered no service to the subscriber.

THE OKLAHOMA FARMER-STOCKMAN broadcast the activity of this doctor and asked its readers to keep on the lookout for him, and to notify **THE OKLAHOMA FARMER-STOCKMAN**.

The March 15 issue of **THE OKLAHOMA FARMER-STOCKMAN** announced that Doctor X had been found . . . and was in jail.

This is but one of the hundreds of services rendered its readers by **THE OKLAHOMA FARMER-STOCKMAN**. The reader confidence built up by such editorial activity accounts largely for the response which advertisers receive from **THE OKLAHOMA FARMER-STOCKMAN** advertising campaigns.

189,616 ABC Circulation Each Issue

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm Mgr

Published by **THE OKLAHOMA PUBLISHING COMPANY**

The Daily Oklahoman and Oklahoma City Times

Radio Station WXY—1090 Watts—900 Kc.

Represented by **E. KATZ SPECIAL ADVERTISING AGENCY**

New York Chicago Detroit Kansas City Atlanta San Francisco

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How Large Can a Family of Products Safely Grow?

Any Size At All, Is This Company's Experience, Just So the Expansion Is Logical and Orderly

By G. A. Nichols

HOW large can a family of products grow, having full regard for prudent and profitable merchandising? The American Fork & Hoe Company is ready to declare that there is substantially no limit just as long as the family name is well established and the additions are made in a logical and an orderly manner.

A hay fork may not have much in common with a steel fishing rod or a golf shaft, yet this company successfully markets these and a long list of other items under the general trade-mark name, "True Temper." The history of this interesting organization shows that a family of products can be expanded substantially if the merchandising process is permitted to take its natural course. Each newcomer can be received into full membership without having to undergo any probationary period, and, through the workings of the good-will built by the trade-mark, at once find itself thoroughly worked into the buying consciousness of the trade.

Another thing revealed by this company's history is that a well-established manufacturer need not suffer because changing conditions take away the market for his original line or lines. He can spread out the business-producing effects of his trade-mark so as to produce volume for related, or even unrelated new lines.

What is now the American Fork & Hoe Company was started during the 1830's in a blacksmith shop

at Stratton, Vt. The blacksmith, one Lyman Batcheller, added to his general business by hammering out some two-time hay forks for his neighbors. The reputation of his forks grew to such an extent that in 1835 he purchased a larger blacksmith shop which contained a triphammer operated by water power. The business finally became incorporated as Batcheller &

Sons Company, and in 1902 was merged with a number of other companies into the present American Fork & Hoe Company. Each of the constituent organizations, most of which had been in business for half a century or more, was manufacturing a limited line of forks, hoes, rakes, scythes and other hand tools.

The reasons behind the consolidation belong in this discussion both because they are of interest in the present era of mergers and on account of their bearing upon the subject of family of products merchandising. The union was a natural and necessary evolution due principally to the nearing exhaustion of ash timber (which is essential in the manufacture of tool handles) in the territories contiguous to the plants. Up to then the local farmer had supplied the ash to the factories from his wood lot. But when this source was nearly exhausted, it was evident that the ash must be purchased in larger quantities and brought from distant points—in fact that the whole handle business would have to be conducted on a larger pattern than

IS it illogical for a company to make items for use on the farm and fishing rods in the same factory? Can ice chisels and golf shafts be made in the same plant and marketed by the same organization profitably?

The answer seems to be that there is no limit to the size to which a family of products can grow—provided there is a family trade-mark which will tie all the members of the family together.

any one of the individual factories thought it could undertake separately. A few weeks after its organization, the merged company formed a subsidiary corporation, the National Handle Company, to manage the handle end of the business.

The American Fork & Hoe Company had retained the brand names that were used by the different factories before the merger, but after the evolution of the composite quality just mentioned, it added the words "True Temper" as a general trade-mark that would properly designate all members of the family. Thus, today the Batcheller fork is made substantially by the same workmen and under the same management as was the Batcheller fork of thirty years ago with the added "True Temper" quality. The buyer can easily distinguish the quality because the branded name is burned into the handle of every tool—in addition to its regular factory brand and catalog number.

With the "True Temper" trade-mark, designating uniform quality and worth, widely spread abroad through advertising so as to have a real merchandising significance, the company began to see how extremely valuable was the family of products idea. (This was in a day, it must be remembered, before the principle had been clearly thought through or identified by its present name.) The market for forks which, even at this comparatively late date, is one of the corporation's main items, began falling away. This was due to the adoption of improved machinery on the farm—the manure spreader, the hay loader and other contrivances which took the place of "the man with the fork." But with the trade-mark standing for what it did, the corporation was able quickly to develop subsidiary and allied items to piece out the volume which, through no fault of its own, it was losing in the farm market. It began bringing out tools until it had placed on the market a range of merchandise that a few years before would have been regarded as wildly visionary. In addition to its first product—light forks for

handling hay, manure, barley, alfalfa and similar materials, it had these:

Heavy forks for handling coal, coke, railroad ballast, stone, vegetables and other heavy materials.

Spading and digging forks for use in the cultivation of gardens.

Rakes of many kinds, both light and heavy.

Hooks for every purpose.

Hoes of a great variety of sizes and kinds, some with handles and some without handles.

Weeders and many other tools for use in gardens and flower plots.

Hand cultivators and seeders of many kinds.

Sidewalk cleaners and ice chisels for keeping sidewalks clean of ice and snow in winter.

Corn hooks for cutting corn.

Many miscellaneous tools such as shepherd crooks, cattle prods, hose reels, automobile spades, hay knives.

"It was almost uncanny," John O. Findeisen, assistant sales manager of the company, relates, "to note the remarkable speed with which each item established itself in a marketing way after being added to the line. Indeed it is not too much to say that the market in each case was made before the merchandise itself was produced. This happy result was directly attributable to the driving, selling energy that was generated by our 'True Temper' trade-mark. No matter whether the new item was intended for the farm trade, the city dweller or for industrial use, it won complete acceptance almost over night.

"The outcome convinced us beyond all argument that an established trade-mark, backed up by consistent quality and fair dealing, knows no market barriers. In other words, the reputation we built up for the 'True Temper' line through advertising in farm papers was, with the greatest ease, transferred to the industrial and other fields and then consolidated and made stronger through more advertising directed to the new markets.

"We believed, and still believe, in the principle of advertising specifically to each individual market to which we cater even though the trade-mark is the same in all the divisions of our merchandise. Nevertheless we find that advertising, even though it may be di-

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rected to one specific class, speaks in a cosmopolitan tongue that can easily be understood by all markets. As we enter a new field we find that in some way or other—just how we have not been able to figure out—the general reputation of the 'True Temper' line has preceded us."

The full force of Mr. Findeisen's praise of the family of products principle as being able to speak a universal advertising language can be seen by the company's successful venture into the sporting goods and railway appliance fields. These latest additions show also how widely a manufacturing organization can expand its production facilities in a perfectly logical way if it is organized so that proper merchandising can precede the manufacturing process.

It occurred to some bright mind around the factory that a one-piece steel fishing rod could be made out of the same kinds of raw material and with the same machinery that was used for making forks, hoes and rakes—also that it could be marketed in the same stores. Those in charge of the company's manufacturing operations instantly saw that a fishing rod is nothing more than an enlarged, lengthened fork tine—"a glorified fork tine," as one of them expresses it.

Good-Will Transferred to Fishing Rods

The new idea was put into the works and soon "True Temper" fishing rods were being marketed in large quantities. There was no change in machinery or raw materials and the good-will the trade-mark had produced for the "True Temper" fork was almost automatically transferred to the enlarged fork tine in the shape of the fishing rod.

The idea then was developed so as to bring about the production of rods for deep-sea fishing. The new rod went across well enough, but the market necessarily was limited.

"I have thought of something," an officer of the company said one day. "This big fishing pole could be cut down so as to make the

finest golf shaft you ever saw in your life."

Sure enough. The pole had a broken surface line which could absorb the vibration that might be produced by a steel golf shaft. Golf players, to whom the idea was submitted, declared that this feature would make every shot, whether well or poorly made, free from the tiring shock effect on the player's hands.

"True Temper" golf shafts were put into production and soon they became part of iron golf clubs. The hardware stores that had been selling the "True Temper" tools accepted the clubs without argument; they belonged to the same family and therefore needed no long drawn out introduction. And here we have the universal advertising language speaking again. Sporting goods stores had not handled the tools but they accepted the trade-marked golf shafts as having already proved themselves. The shaft was advertised in the proper mediums and got national distribution in almost no time.

Proceeding further into the sporting goods field, the company extended the selling effects of its trade-mark, indirectly at least, to snowshoes, skis and toboggans. Needing endless quantities of ash for use in making handles, it acquired the W. F. Tubbs Company, of Norway, Me., for many years producer in that line. This latest merger was made because the Tubbs company controlled large acreages of standing ash timber. The trade-mark, "True Temper," would not fit very well on toboggans, snowshoes and skis, into the construction of which steel does not enter. The latter items, therefore, are marketed under the Tubbs name, but the advertising makes it plain that the line is "affiliated with The American Fork & Hoe Company, maker of 'True Temper' tools, fishing rods and golf shafts."

But when it comes to the railroad field, "True Temper" can hit right out in a direct advertising message that reaches the mark in a hurry. The company saw an opening for making rail anchors and tapered rail joint shims. In marketing the items it brought to

bear the full force of the goodwill established by advertising "True Temper" tools and other things during a period of years. This field quickly capitulated also. The new members of the family, entirely different from any that had gone before, were at once recognized on account of family characteristics which they possessed despite their difference in appearance and appeal.

Eddy & Clark Re-organized

Eddy & Clark, Inc., Akron, Ohio, advertising agency, has changed its name to Clark, McDaniel, Fisher & Spelman. R. W. Clark, first vice-president of Eddy & Clark, Inc., has become president of the re-organized agency, succeeding E. D. Eddy, resigned. C. W. McDaniel and A. C. Fisher have been made vice-presidents and E. M. Spelman secretary-treasurer. The directors of the new organization are the above officers and George Fishback.

J. S. Older with Buckley, Dement

J. S. Older, formerly assistant advertising manager of Armour and Company, Chicago, and, more recently, advertising manager of the Calumet Baking Powder Company, of that city, has joined the staff of Buckley, Dement & Company, Chicago, producers of direct mail.

E. T. Gash Starts New Chicago Agency

Ellis T. Gash, formerly an account executive with the Shuman-Haws Advertising Company, Chicago, has started his own advertising business, Ellis T. Gash, Inc., at that city. Lester H. Ploetz, formerly with R. E. Sandmeyer & Company, is associated with Mr. Gash as production manager.

H. K. McCann to Direct Perfection Oil Burner Account

The Perfection Stove Company, Cleveland, has appointed the Cleveland office of The H. K. McCann Company, to direct the advertising account of its new Perfection Oil Burner division. This appointment is in addition to the advertising of the Oil Stove division which has been handled by the McCann agency.

Cooper Pharmacal Account to Brandt Agency

The Cooper Pharmacal Company, Chicago, cosmetics manufacturer, has placed its advertising account with the Brandt Advertising Company, of that city. Magazines and newspapers will be used.

Drainage Systems Accounts to Frank B. White Agency

The advertising account of Wendell P. Miller & Associates, Chicago, specializing in the design and construction of drainage systems for golf courses, polo fields and airport drainage has been placed with the Frank B. White Company, Chicago advertising agency.

A subsidiary company of the Wendell P. Miller organization has been formed under the name of the Miller Lawn Irrigation Company to merchandise a new underground irrigation system. The advertising account of this subsidiary, of which H. B. Harper is sales manager, has also been placed with the Frank B. White agency.

Buys Experimenter Publications

The MacKinnon-Fly Publishing Company, New York, has purchased the publications of the Experimenter Publishing Company, of that city. Through this purchase, the MacKinnon-Fly Company acquires *Radio News*, *Science and Invention*, *Amazing Stories*, *Your Body Quarterly*, *Radio Listeners' Guide* and *Call Book* and *Aero Mechanics* and *How to Make It*.

The MacKinnon-Fly Company is also publisher of *Screen Book Magazine*, *Plain Talk*, *Complete Novel Magazine* and *Complete Detective Novel Magazine*.

J. L. Hoey Returns to Wm. J. Morton Company

J. L. Hoey, for the last three years with the New York office of the St. Louis *Post-Dispatch*, has returned to the Wm. J. Morton Company, publishers' representative, New York, which he joined upon leaving the New York *World* about five years ago.

R. J. McCall has been appointed an advertising representative of the Morton company.

Sun Lamps Account to Harm White Agency

The Apollo Manufacturing Company, Cleveland, ultra-violet sun lamps, has appointed the Harm White Company, advertising agency of that city, to direct its advertising account. Magazines and direct mail will be used.

Kress Box Account to Pittsburgh Agency

The F. J. Kress Box Company, Pittsburgh, corrugated boxes, has appointed Bissell & Land, Inc., advertising agency, of that city, to direct its advertising account.

Dauchy Agency to Open Indianapolis Office

The Dauchy Company, New York advertising agency, will open an office at Indianapolis about May 15.

Unlike
MOST PROVING GROUNDS!

The Indianapolis Radius reveals the facts you seek,—easily, quickly and economically.

SPLENDID railway, interurban and motor bus transportation makes it easy for your salesmen to work The Indianapolis Radius. This typically American market, with its numerous towns and cities, constitutes a worth proving ground which is both prosperous and responsive.

In Marion County (Indianapolis) 86 out of every 100 families read The News. In the surrounding area, The News is an institution in 47,605 additional homes. Obviously, this huge, concentrated circulation is ample for your needs.

The News . . . ALONE . . . Does The Job!



The
INDIANAPOLIS NEWS

sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:

DAN A. CARROLL
 110 East 42nd St.

Chicago:

J. E. LUTZ
 Lake Michigan Bldg.

THOUSANDS will trek to Indianapolis for the 17th Annual 500 Mile International Sweepstakes Race, Memorial Day.

634,483

. . . the average
daily net paid circulation
of the
New York
Evening Journal
for the six months ending
March 31, 1929



About 95% of the
New York
Evening Journal's
circulation is
CONCENTRATED
in New York City and its
Suburbs

The
New York
Evening Journal
has
MORE THAN DOUBLE
the circulation of the
next largest standard
New York evening news-
paper . . . and the larg-
est circulation of any
evening newspaper in
America

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

CHICAGO:

Hearst
Building

DETROIT:

General Motors
Building

NEW YORK:

9 East
40th Street

ROCHESTER:

Temple
Building

BOSTON:

5 Winthrop
Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations



NEWSPAPERS record the immediate, hence their immediate appeal. Newspapers teem with important information affecting the lives and destinies of their readers, hence the obligation to read. The fluctuation and vagaries of "the market", the action of the board of assessors, the report of the rapid transit commission, the warnings of the department of health, the story of Mrs. Jones' experience with a burglar, the daily department store offerings—all these items intimately touch the welfare, comfort and happiness of the individual.

No other medium can possibly mean as much to the reader, and for that reason no other medium can possibly mean as much to the advertiser.

The newspaper is the most read and at the same time the most flexible advertising medium in the world. It is the only medium that saturates a market. Particularly is this true of The Detroit News which reaches four out of every five homes in Detroit taking any English newspaper, and by itself so thoroughly covers the field that its use, alone, obviates the necessity for employing another medium.

The Detroit News

The HOME newspaper

New York Office :

I. A. KLEIN, 50 E. 42nd St.

Chicago Office :

J. E. LUTZ, 180 No. Michigan Ave.

Is "Advertising by Attack" to Be Made a Recognized Policy?

A Question That May Be Brought Up as a Result of the "Reach for a Cigar Instead of a Cigarette" Campaign

By Eugene Pharo

Editor, "Confectioners Journal"

"**CIGARETTES** for the ladies." "Let ladies and boys smoke whatever they want."

Do such sentences as these in the American Cigar Company's advertising, described in an article on page 25 of the April 4 issue of **PRINTERS' INK**, entitled: "Reach for a Cigar Instead of a Cigarette," give evidence that that subsidiary of The American Tobacco Company is launching the same sort of attack against cigarettes that Lucky Strike launched against sweets? I hardly think so, although The American Tobacco Company creates that impression.

In the slogan "Reach for a Lucky instead of a sweet," the ostensible purpose is to exclude sweets entirely. The actual goal is to widen the market for cigarettes by appealing to women and to the young. The advertising uses dynamite to get quicker and more decided results.

The Roi Tan advertising described in the article referred to, does not interfere with the real purpose of Lucky Strike in the slightest. It helps it by seconding and re-enforcing the appeal to feminine or potential users of cigarettes.

This assistance to Lucky Strike may be incidental, but it is there. It is there in still another respect, that of giving the impression that The American Tobacco Company is willing to take some of its own medicine, and therefore must be sincere in championing the virtue, as well as the benefit, of attacking one product in order to call attention to another. Such an impression is, however, misleading, for the "fight" between Roi Tan and Lucky Strike is carefully fixed, and all punches are being pulled for the benefit of the management.

The American Tobacco Company

has brought forward only one reason for adopting offensive advertising tactics. It has been that such tactics have increased the sale of its product. This basis of judgment has been adopted by others. They apparently have assumed that the advertising was all right because it increased their revenues, too.

PRINTERS' INK has been one factor in the situation which, in my opinion, has approached the issue in a well balanced, impartial spirit, so that when all the evidence was in from both sides the right of the matter might be brought to appear. The Roi Tan article is evidence of that fact, and I have sufficient faith in the integrity of the publication to believe that analysis by someone of the sort of "fight" that is described in that story was expected by the editor.

The Lucky Strike appeal against sweets is at bottom no more sincere than the pretended attack against cigarettes by Roi Tan. Mr. Hill, of American Tobacco, has told me, and I am certain that he believes it, that such attacks increase the consumption of the product attacked. In the meantime they draw more attention to the product that is making the attack.

It would seem unnecessary to explain the patent insincerity in the appeal itself that this admission proves.

On immediately pragmatic grounds, those of results, there does not seem to be any quarrel at all with the principle espoused by The American Tobacco Company, its officials and its subsidiaries. Among manufacturers and distributors of the products concerned there really is none. It is all a glamorous and merry game by

which everyone concerned manages to "get his." The consuming public in the meantime is having its ears kidded off; just as it used to have them kidded off by P. T. Barnum, and on the assumption, too, that those ears are very long; in fact, almost as long as those of a jackass.

When analysis has advanced to this point the real question at once appears. It is whether the advertising profession shall countenance insincere and fallacious advertising appeals just because in some special cases they meet with success, or whether all examples of insincerity and buncombe shall meet with immediate condemnation from readily recognized authoritative sources.

It seems to me that the latter course is the only one that can stand the tests of present value or permanent wisdom. If the advertising profession wants to draw the attention of the world to its own integrity it can do so at present with no greater effectiveness than by launching a direct and specific attack against the type of advertising that has stirred up the present chaos. If it is content to permit the public to come to believe generally that advertising is at least 80 per cent. buncombe it can easily make sure of the result by keeping quiet, and so countenancing the bold and temporarily successful policy that The American Tobacco Company has inaugurated.

The point I seek to raise can be divorced from moral or ethical considerations. Cold common sense, if it be directed solely to the sustaining of permanent value in advertising, leads to the belief that when the public is aware that some advertisers are appealing to it with their tongues in their cheeks, it must assume that any advertiser may be doing the same thing. On this basis, what better trend than that emphasized by the Lucky Strike appeal and echoed by Roi Tan could one encourage in order to make "sales resistance" to advertising as nearly perfect as anything can be in an imperfect world?

Mr. Hill, who is at present the protagonist of the "new" advertising, would immensely surprise me if he should deny a single statement that I have made. However much he ignores the ethical implications of his campaign, he is quite straightforward and honest in stating the principles upon which it is built. That is no reason why he should go ahead without being directly challenged by those whose best interests are bound up with the credibility of advertising and with the integrity of publications.

A challenge may not affect the campaign of The American Tobacco Company, but it would tend to prevent that campaign's being accepted as a wholesome precedent for others.

Victor Elects Joseph L. Ray to Directorate

Joseph L. Ray, vice-president and general sales manager of the Radio Corporation of America, New York, has been elected to the boards of directors of the Victor Talking Machine Company, Camden, N. J., and of the Victor Talking Machine Company, of Canada, Ltd.

Advanced by "The Red Book Magazine"

Charles W. Reynolds, advertising representative of *The Red Book Magazine*, New York, has been advanced to the position of Eastern advertising manager and M. V. Reilly, also with the advertising staff, is now New York representative of that publication.

McGraw-Hill Opens Detroit Office


A branch office has been opened at Detroit by the McGraw-Hill Publishing Company, New York. A. W. Fisher is in charge, assisted by S. D. R. Smith, Dwight L. Cook, F. A. Miller and B. M. Hilberts.

"American Aviator" Appointments

George M. Maxwell has been appointed advertising manager, and William F. Kentnor, Western representative of *The American Aviator—Airplanes and Airports*, New York.

"Ontario Farmer" to Be Published Monthly

The *Ontario Farmer*, Toronto, semi-monthly farm publication, will be published monthly, beginning with the June 1 issue.



In 47.63% of Chicago's Newspaper-reading Homes

Not by conjecture, not by adroit calculation, but through thousands of *personal interviews* with Chicago housewives *at home*, this definite fact was established: the Chicago Evening American is read in the homes of 47.63% of all Chicago families who regularly receive a daily paper at home. Of the Chicago Evening American's city and suburban circulation (522,815 in the first three months of 1929) 79.25% is known to be "home-effective."

The far-sighted advertiser, seeking a maximum family-contact in *any* circulation, is given a definite assurance in these facts of getting what he wants in the Chicago Evening American. And he is further assured by the commanding position of the Chicago Evening American, which exceeds the second Chicago evening paper in total circulation by over 128,000, and exceeds the *combined* circulations of *all* other Chicago evening papers.

CHICAGO EVENING AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Universal Service and Audit Bureau of Circulations.



When the Butler Won't Admit the House-to-House Salesman

How Realsilk Advertising Advantage Is Conserved Through Letters Asking for Appointments

A WEALTHY woman living in an exclusive New York apartment district recently received this letter from a local representative of the Real Silk Hosiery Mills, Indianapolis:

Experience has shown that the best way to do business is a personal call and the next best is the telephone.

In this connection I cannot use either of these methods, therefore I am taking the privilege of writing, wondering if you will be kind enough to grant me an interview at your earliest convenience, permitting me to show you our new Spring Line, which has just been introduced.

The exclusiveness of our merchandise would not be available in any retail store for they come direct from mill to customer.

The freshness of the silk is sure to appeal to you, for it is very seldom that the silk is more than twenty-four days old, in other words from the "Cocoon to the Foot!"

Attached herewith is a card which I hope you will take the time to fill out, as I will be only too glad to stop in and see you any time convenient to you.

Overlooking obvious defects, this letter shows, in an interesting way, how Realsilk has elevated house-to-house canvassing from a mere job of doorbell pushing.

The purpose, of course, is to overcome the resistance offered by housemen, butlers and maids. It is next to impossible for a canvasser to get past the doorman in certain classes of apartment buildings. And if he rings the doorbell in a private residence where there are servants, he is similarly out of luck; the butler or maid who goes to the door interprets literally the rule that canvassers shall not be permitted to enter. The obvious thing, in this situation, seems to be to write for appointments; and a representative of the Real Silk Hosiery Mills informs PRINTERS' INK that this works surprisingly well.

"We advertise our merchandise in publications that are read in wealthy as well as in middle class homes," he says. "When

the Realsilk salesman calls at a middle-class home, the woman of the house is likely to answer the doorbell. She has read the advertising, no doubt; consequently, when the salesman announces his line he is at once elevated in her mind above the ordinary canvasser class. The consumer acceptance, or the willingness to be shown, created by the advertising does its work and the salesman may be given an opportunity to tell his story. To this class of homes the letters asking for appointments are not sent; they are not necessary.

"But in the more wealthy classes the condition is quite different. Here the mistress of the home reads the advertising but the servants may not. And even if they do read it they are guided by strict rules as to how this class of caller shall be handled. No matter how ambitiously the line may be advertised, and notwithstanding the willingness of the mistress to look at it, the Realsilk salesman is regarded by the houseman or the maid as another canvasser and the door is as far as he gets.

"To overcome this condition letters are written. With the letter is sent a postcard which the woman is asked to sign and mail. When the salesman returns with this he naturally gets in. In time the system works around to a place where the mistress of the house may leave orders that she will see the Realsilk salesman whenever he calls."

Similar methods of approach, the company representative added, are used in selling hosiery to business and professional men. Any canvasser or salesman who can get by the young woman at the office information desk without telling his business is indeed an able citizen. But letters are written and appointments made. And then, eventually, the Realsilk agent is announced just as any other salesman,

Where are yesterday's customers now?

SOME of the energy and ammunition spent on prospects and new customers might well be diverted to getting the old ones back on your books, and to strengthening your hold on the good stand-bys of the present.

The right sort of institutional book, or a series of mailing pieces written in a luring key, would help to strengthen existing ties or renew old friendships.

We always like to be consulted about problems of this sort.

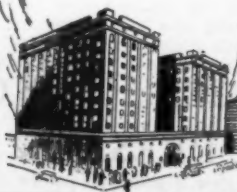
CHARLES FRANCIS
PRESS

461 EIGHTH AVENUE
NEW YORK

Families—The term "family," as used in the census, signifies a group of persons, whether related by blood or not, who live together as one household, usually sharing the same table. One person living alone is counted as a family, and, on the other hand, all the occupants and employes of a hotel, boarding house, or lodging house, if that is their usual place of abode, and all the inmates of an institution, however numerous, are treated as constituting a single family.

—14th Census of U. S., 1920, Vol. 11, Page 1391.

THE GREAT SOURCE OF ERROR IN CHICAGO COVERAGE FIGURES



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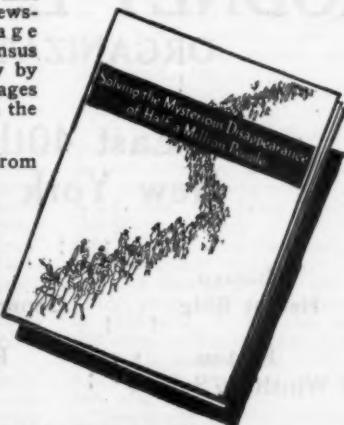
"Family" Method of Measuring Market Results in 43.3% Error

ACCORDING to government census figures there are 4.1 persons in each Chicago family. This figure was arrived at by dividing the number of dwellings into population. Each dwelling supposedly housing only a single family. Under this method the 390,000 occupants of 18,000 hotels in Chicago have been counted as 18,000 families.

Likewise 280,000 single men and women, living and working in Chicago—who do not make up a part of any family group—have lost their identities as independent individuals and become groups of 4.1 persons.

These two facts alone show that the practice of making newspaper circulation coverage claims, on a basis of "census families," is obsolete. Only by computing coverage percentages on a "buying unit" basis can the true status be shown.

How "buying units" differ from "census families" by 43.3% and how no Chicago newspaper covers more than 46% of these "buying units" together with facts about city coverage of six Chicago newspapers is set forth in a booklet, "Solving the Mysterious Disappearance of Half a Million People." A copy is yours for the asking. Send for it.



THE CHICAGO HERALD and EXAMINER

One of the 28 Hearst Newspapers Read by More Than 20,000,000 People

J. T. McGIVERAN Advertising Director

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Western Adv. Manager
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Chicago

E. M. GOVINGTON
Eastern Adv. Manager
285 Madison Avenue
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T. C. HOFFMEYER
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**Rochester, N. Y.
Temple Bldg.**

ask a Boone man—he knows

“The Trend is to The Times”

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Trade-Mark Rules Are Made to Be Broken

In Any Event, There Is Scarcely a Trade-Mark Rule That Hasn't at Least One Exception

IF one is to judge by a group of trade-mark decisions handed down recently by the Patent Office, it would seem that trade-mark rules are made to be broken. Or, if that is putting it rather baldly, perhaps the situation might be more aptly described by saying that there are few, if any, trade-mark rules which do not have at least a single exception.

For example, it is usually said that trade-mark registration applies only to merchandise of the same descriptive properties. That is quite true. It is a trade-mark fundamental, if there be such a thing. And yet, in a recent decision it was ruled that because the Lever Brothers Company had used "Lux" on soap, another company could not use it for a hair tonic, although the two articles are not "merchandise of similar descriptive properties."

Again, it is a rather well-known precept of trade-mark procedure that a geographical term cannot get past the portals of the trade-mark bureau. It is one of those things that "everybody knows." But here, again, we find the Patent Office permitting the registration of a geographical term, this time in connection with a trade-mark application of the Semet-Solvay Company.

What do these exceptions mean? Are we to assume that the trade-mark laws are merely so many words to be taken lightly?

Not at all. What these decisions do mean is that the Patent Office officials are in the habit of following the rule of reason, and not the rule of thumb, in determining the trade-mark knots which they are called upon to unravel. And for that condition advertisers may be thankful indeed.

Let us get down to specific cases:

The Lux-Gro Laboratories, of Detroit, Mich., had applied for

registration of the term "Lux-Gro" as a trade-mark for a preparation for the treatment of the hair and scalp. The Lever Brothers Company, which uses "Lux" as the trade name for its soap, opposed the application.

In his decision, the assistant commissioner of the Patent Office admitted that the case was not free from difficulty. He pointed out that the two items of merchandise are not strictly of the same descriptive properties. Nevertheless, he found that the use of the mark "Lux-Gro" would be likely to cause confusion and since there was some element of doubt he followed the customary procedure which declares that any doubt should be resolved against the later comer.

The assistant commissioner noted that "Lux-Gro" is used solely for and on a hair tonic in liquid form and that the term is derived from the words "Luxuriant Growth." However, he also noted that the Lever Brothers Company, although it has used Lux only on soap, has employed the mark for twenty-five years and that during the last ten, immense sums have been expended in advertising it. He also noted that soap bearing the name Lux is frequently used on the hair and scalp. With these basic facts before him, he said:

"Specifically, the two articles do not possess the same descriptive properties. Toilet soap and hair tonic clearly do not have the same specific properties, and no one desiring a hair tonic would be deceived into purchasing a cake of soap. But under a more general grouping of the articles they fall into the same general class and possess the same general properties.

"They are both toilet articles and both are used in the treatment of the scalp to promote the

growth of the hair. They are found side by side in the salesroom and in the toilet; and bearing substantially the same trade-mark, it is believed that they would be regarded as having the same origin or ownership."

It was accordingly ruled that the Lux-Gro Laboratories are not entitled to register "Lux-Gro" as a trade-mark for a liquid hair tonic. Score one for common-sense interpretation of trade-mark law.

The second case concerns the Semet-Solvay Company. This company sought to register, under the act of 1905, as a trade-mark for coke, the notation "Semet-Solvay Coke." The right to the exclusive use of the word "coke" was disclaimed.

The examiner of trade-marks had refused registration on two grounds. Ground number one—"Semet" is merely the name of an individual. Ground number two—"Solvay" is merely a geographical term. Putting the two together, the examiner declared, does not make a registrable trade-mark.

But by applying the rule of reason, the assistant commissioner found otherwise. The word "Semet," he pointed out, is not a generally recognized surname. The examiner, he declared, was able to cite but a single instance, taken from the St. Louis directory for 1924, showing the use of the word as a surname, while the company insisted that neither the telephone directories nor the general directory for the City of New York contains the name.

As to the word "Solvay," the assistant commissioner brought out the fact that in a well-known atlas it is given as the name of a village in Onondaga County, New York. It is not a reasonably well-known geographical name, he declared, and for this reason was entitled to registration. In this connection he called attention to the fact that if the name "Lake-side," which appears in the Postal Guide as the name of some sixteen post-offices was not considered to be a well-known geographical term and therefore was granted Federal trade-mark registration, then certainly the word "Solvay"

could not be considered reasonably well known.

With these facts to guide him, the assistant commissioner ruled that the Semet-Solvay Company was entitled to register "Semet-Solvay" as a trade-mark for coke. Score two for common sense interpretation of trade-mark law.

Case number three involves a decision of the Commissioner of Patents. The case is interesting for a number of reasons. In the first place, it indicates how earnestly the Patent Office officials are striving to use the rule of reason as a measuring device in determining questions. Second, it brings out the fact that the Robot idea is being applied, or is about to be applied, to the dispensing of gasoline and oil. Third, it indicates a comparatively unusual interpretation of the rule that descriptive marks are not registrable.

The case came up on appeal from the decision of the examiner of trade-marks. This official had refused to register the term "Take It Yourself" as a trade-mark for oils and greases, upon application by the Standard Oil Company of New Jersey. The examiner based his refusal on the authority of the decision handed down in court which held that the term "Servself" was not registrable as a trade-mark for lunches, sandwiches, etc. He also referred to certain patents showing dispensing pumps, designed primarily to be used in dispensing gasoline, from which the purchaser may obtain the gasoline upon the insertion of a coin into the device.

The Commissioner of Patents, in his decision, explained that he realized that the Standard Oil Company of New Jersey's trade-mark does not describe the goods to which they are applied, or the quality of the goods. In other words, the mark is not descriptive in the sense that it does not state whether the products are high or low grade, or what their physical composition is. "It does, however," he said, "very clearly state the manner in which the goods are to be merchandised."

"In other words, in view of the common practice in grocery stores

AND this from Mr. Lou J. Eppinger, one of Detroit's leading sporting goods merchants:

¶

"THE response to our advertisement appearing on the outdoor page of your paper on Sunday March 3 has been very satisfactory. This advertisement for repair work brought into our store a number of jobs well in excess of seventy-five, which is a very complimentary showing.

"THE prestige gained by Detroit Free Press advertising and results obtained is very commendable.

¶

"IT is further proof of our convictions that consistent advertising in The Detroit Free Press pays."

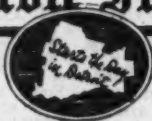
The Detroit Free Press

FERREE &

National

New York

Chicago



CONKLIN, INC.

Representatives

Detroit

San Francisco

and cafeterias of permitting the customer to help himself, and of the fact that measuring pumps have been invented and patented to be used in connection with automatic vending mechanism, it is evident that the mark would indicate to purchasers that they did not have to be served by an individual, but could 'take' the goods in whatever way they were arranged to be taken and make appropriate payment therefor.

"In the case of *Drive It Yourself v. North, et al.*, (130 Atl. Rep. 57, 16 T.M. Rep. 159) the Court of Appeals of Maryland held that the words 'Drive It Yourself' are descriptive of a business in which automobiles are hired without drivers to people who desire to do their own driving and said that 'under the authorities heretofore cited it is not the subject of exclusive appropriation.'

The Commissioner of Patents then quoted the Court of Appeals of Maryland as having declared, with regard to the mark "Drive It Yourself," that:

"The words are ordinary English words in everyday use. The combination in which they are used, when applied to the hiring of automobiles, accurately designates and describes the character and nature of the business to which they refer, and the exhibits filed in the case show that the phrase is used and understood throughout the country as indicating that particular business."

Another case referred to by the Commissioner of Patents referred to a decision of the then assistant commissioner in connection with an application to register the mark "U-Put-On" as a name for rubber heels for shoes. In that decision it was stated: "The descriptiveness here arises from applying the mark to the goods, as it must always be applied. To call a given article 'U-Put-On' rubber heels is to state a capability of those particular rubber heels."

The Commissioner of Patents then continued: "To paraphrase that decision, to call an article 'Take It Yourself' is merely to describe the manner in which the

article is merchandised and, to that extent, to describe a characteristic of the article itself. It must be held, therefore, that the mark is not registrable and the decision of the Examiner of Trade-Marks is affirmed."

Death of Maurice Switzer

Maurice Switzer, vice-president of the Kelly-Springfield Tire Company, New York, and engaged in advertising work for about thirty years, died at New York this week. His first advertising position was with the Havana-American Tobacco Company, of which he was advertising manager, first at New Orleans and later at Chicago and New York.

Mr. Switzer afterwards became vice-president and advertising director of the Wilson Distilling Company, after which he was for a short time with both *Leslie's* and *Judge*. He joined Kelly-Springfield as advertising manager, subsequently becoming vice-president.

For a time, Mr. Switzer also did free lance writing. One of his books, called "Trying It on the Dog," concerns itself with the advertising business. He contributed articles on sales and advertising problems to the *PRINTERS' INK* Publications over a long period of time. At the time of his death, Mr. Switzer was fifty-eight years old.

L. C. Allman to Direct Fruehauf Trailer Campaign

Leslie C. Allman, who has conducted the Allman Advertising Agency at Detroit for many years, has discontinued his advertising business and become sales promotion and advertising manager of the Fruehauf Trailer Company, Detroit.

The Fruehauf Trailer Company is planning an advertising campaign which will use newspapers, business papers and direct mail.

Michigan Appropriates \$200,000 for Advertising

The Legislature of the State of Michigan has passed a bill appropriating the sum of \$200,000 for advertising the State over a period of two years. This appropriation is contingent upon the collection of an equal amount by the publicity organizations of Michigan. The campaign will feature the resort and tourist attractions of the State.

J. C. Boyd, Vice-President, Tracy Agency

J. Clement Boyd, formerly manager of the retail accounts department of Frank Presbrey Company, Inc., New York advertising agency, has been appointed a vice-president and account executive of W. I. Tracy, Inc., advertising agency of that city.

Advertising *and* Circulation Gains

IN MARCH, The New York Times published 3,021,626 agate lines of advertising, a gain of 386,129 lines over March, 1928, and 1,099,322 lines more than any other New York newspaper.

Even more significant than the volume, however, is the quality of the advertising in The Times. A strict censorship excludes thousands of lines of advertising monthly.

Net paid sale of The New York Times reached new high records for the six months ended March 31.

	1929	1928	Gain
Weekday	437,367	405,707	31,660
Sunday	752,689	700,925	51,764

The New York Times



*• cost little with
Oklahoman & Times
Advertising !*

Oklahoma City and its 68-mile trading radius are a single, compact unit. Here, in 26 counties and 32 key towns of 1,000 or more, live 894,229 people who spend nearly \$200,000,000 yearly in the retail stores of Oklahoma City.

A single newspaper buy, the *Oklahoman* and *Times*, covers this market at about one-half the cost, and more thoroughly, than is possible through the combined use of the other 16 daily papers published in this area.

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES


The **OKLAHOMA PUBLISHING COMPANY**
THE OKLAHOMA FARMER - STOCKMAN - WKY
New York Chicago Detroit E. Katz Special Advertising Agency Atlanta Kansas City San Francisco

THE outlined area below is the *real* Oklahoma City Market, confirmed by the A. B. C. suburban area, the J. Walter Thompson Company's "Retail Trading Areas," and the Department of Commerce's "Atlas of Wholesale Grocery Territories."

The Oklahoma City Market is a part of no other area, tributary to no other city. No outside metropolitan daily penetrates here to the extent of even 1%.

Advertising can be effective in the Oklahoma City Market only with local contact in and through Oklahoma City, which distributes 85% of the commodities sold in this area. This is accomplished quickly, economically and resultfully by an adequate schedule in the Oklahoman and Times, now with 181,883 daily, and 109,610 Sunday, (March, 1929, net paid average) 80% of which is concentrated in the 68-mile trade territory.





Women are the same the country over

WOMEN the country over have found that they can buy nationally advertised products cheaper than they can duplicate them at home.

The purchases of the farm women are virtually the same as those of the city women. These important buyers in the rural districts are as great prospects for the goods of national manufacturers and distributors as any other women in the country.

Their contact with the march of progress is kept through their personal magazine, **THE FARMER'S WIFE**. It is their personal magazine, because it is edited solely for farm women and is the only magazine published exclusively for them in America.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

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Is Selling Ability Over-Rated?

The Answer Lies in the Answer to Another Question, "Do People Buy for What a Product Is or Does?"

By Ed Wolff

Treasurer, Hughes, Wolff & Co., Inc.

"THE most important thing in successful salesmanship," said an experienced student of merchandising recently, "is not so much a knowledge of selling tricks and selling practice as it is a thorough knowledge of the merchandise that is being sold." But is it?

In support of his statement this authority quoted a well-known machinery concern which is reputed to send its factory superintendents out from time to time to do selling work. "Now, these factory superintendents are quite unacquainted with selling procedure," he continued. "Their principal stock in trade is a complete understanding of the merchandise that they make back in the factory. Apparently, from what I have heard regarding the sales achievements of some of these factory superintendents, their knowledge of the merchandise is more than sufficient to overcome their lack of knowledge concerning selling procedure."

A sufficient answer to this argument may be contained in A. H. Deute's "Does It Pay to Take Small Special Orders?" in the March 21, 1929, *PRINTERS' INK*. Mr. Deute tells of a New England shop foreman who "brought himself to the verge of an epileptic fit" because a salesman had accepted a special order for a dozen odd-shaped wrenches, and declared, "If that salesman knew anything about this business he'd have talked the man out of that sort of thing or got him to take the business some place else." Then Mr. Deute goes on, "But this foreman did not know what lay back of this particular order." Exactly! A road trip among customers might have done that foreman a lot of good. Maybe that's why some companies send factory foremen out among the trade.

A stronger argument might have been the recent statement of Ern-

est Hart, Jr., sales manager of the Niagara Sprayer Company, that, "We can make good insecticide salesmen of our technicians, but we haven't been able to make technical men of our salesmen." Yet even here this is a specialized industry and perhaps not typical of the general selling problem.

Personally, I do not believe that selling ability is over-rated and now I shall support that belief with specific exhibits drawn from widely different industries. But first, in a general way, we might ask, "If selling ability is over-rated, why not fire the salesmen and send out factory technicians in their place?" On paper the query is allowable; however, most manufacturers would probably hoot at the idea if put to them personally and seriously.

A Salesman Need Not Be a Stylist

Take Ben Bimberg, during the past twenty-five years a successful and high-powered salesman in the women's ready-to-wear industry. Ben is a prince of a chap; he can get an audience with scores of buyers who want to turn him down. And with Ben an audience pretty nearly always results in a sale. As a salesman he's a wonder. But as a style-counsellor in this highly styled industry Ben simply doesn't rate. Nor is Ben alone in this. Most manufacturers in that business will admit, I am confident, that their salesmen are not stylists. The job of their salesmen is to get orders, and orders they do get—but through personality, not through technical knowledge of the product.

In an allied line, men's clothing, a certain producer had a \$20,000 designer, Billy Mack. Mack was a dandy designer, widely looked up to in the trade—hence an excellent technical man. Yet when a customer entered the house the sales-

men used to hope that Mack wouldn't stroll around, because he'd talk technicalities until the buyer became impatient and anxious to end the session. But Mack's successor, Sam Black, equally good as a designer, was such a good salesman that he had a number of accounts of his own. The salesmen wanted Sam to help them all he could. Sam didn't sell technicalities; he sold profits, and growth and prestige—things that the retailer could understand. And, boy, Sam could sell!

The maker of an unbreakable watch crystal doesn't permit his salesmen to know the materials used in his product. Their technical education is simply this: "Our crystal is not celluloid, and competitive crystals are. We guarantee our crystals not to break or grow dark." This outfit engages only salesmen who have a record of successful selling among jewelers. Surely here is a clear test of technical knowledge against selling ability. What is the result? This concern is by far the biggest in its field. It sells all over the world. Is the product better than competitive items? It ought to be; it costs the retailer more. But how can the salesman prove it to a new customer? Not with technical facts, for he has none. He simply has to sell. Being a salesman, he does.

Are typewriters sold on technical excellence? You've bought a number of typewriters, probably. Do you know the steel alloys that went into them? The number and positions of the ball bearings, if any? As a matter of fact, didn't you buy on the *performance* of the machine rather than on its *components*? I venture to say yes. But the performance is a thing that nearly anybody of good sense could demonstrate—it didn't require a technical man. What was needed was a salesman—a man who could get to you, could arouse your interest, could get you to say, "If it suits the steno, I'll buy." That's sales ability.

Remember, the discussion is on the relative merits of technical factory knowledge as against pure salesmanship. In most lines sales-

men will require and will absorb some smattering of technical facts, just as strictly technical men will have some native ability to meet and talk to buyers. Therefore, in considering any individual, we are likely to find that he combines both qualifications to a greater or lesser degree. However, the question basically at issue is, "Who will sell the most goods—a man with lots of sales ability and little technical knowledge, or a man who is thoroughly acquainted with every process that goes to make the finished product and yet has little if any sales ability?"

To me, the question answers itself. And here's the reason: People (we're considering the mass now) buy an article not for what it is but for what it does. You're wearing a hat that you paid \$10 for. How do you know it is worth \$10? How do you know that the quality of felt and workmanship don't make it worth \$11? Or \$9? The shoes you have on cost you, let's say, \$12. What grade of leather went into them? What grade of findings? What grade of workmanship? You don't know. Your only answer must be, "I bought from a reputable house and the goods give me satisfaction."

Yes, there you are! You bought that merchandise for what it does, not what it is. The dealer bought it because he could sell it to you. All he wants is profit and satisfied customers.

Give two identical shoe samples to two men, one a real salesman who can convince the dealer that here's a chance for volume and profit and the other a man who can talk leathers and findings and workmanship, and who will get the order? The dealer is in business for profit, isn't he? He'd sell paper shoes, if they'd please his customers and yield him a satisfactory income, wouldn't he?

Who is paid the most money, the man who sells the goods or the man who produces them? Why do the bigger rewards go to the salesman? My answer is that it's a matter of supply and demand. You can get more good technical men than good salesmen. But if

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Los Angeles Examiner

"Greatest Salesman in the West"

More Than
440,000
Sunday

5c DAILY

APRIL 11, 1929

10c SUNDAY

DEALERS, CONSUMERS, AGREE L. A. IS SUMMER RADIO FIELD

ADVERTISING LACK

BLAMED FOR DROP

WHAT actually makes radio sales fall off in summer in Los Angeles and its surrounding market, is not quality of reception, but LACK OF ADVERTISING! That is one of the outstanding facts revealed in two surveys, one among consumers and one among radio dealers, completed recently by The Examiner.

97.6 per cent of the owners interviewed said that their sets performed as satisfactorily in mid-summer as in Winter. Only 10% of the dealers blamed reception for sales slumps in June, July and August. Quite a number of them pointed to the phenomenal way in which one manufacturer came into this market last summer and delivered such an advertising attack upon the unguarded territory that more people in Los Angeles now own those sets, than own any other!

It may be perfectly true that in some markets radio advertising should be trimmed to the bone when Summer sets in. But that isn't true of the Los Angeles market. You can keep your radio sales curve UP here, when you can't do it anywhere else, and there are plenty of past examples to prove it.

However, write for these two surveys and digest them yourself. They not only tell the Summer sales-story effectively and simply, but they reveal a lot of other interesting radio-facts about Los Angeles. We'll honor your request as soon as the surveys are off the press.

The Los Angeles Examiner is one of the 28 Hearst newspapers read by over 29,000,000 people. It is a member of International and Universal News Services, of the Associated Press and the Audit Bureau of Circulations.

WRITER



Alyse Whitaker Kimball

"WHY I READ AND LIKE THE LOS ANGELES EXAMINER"

"FIRST of all, as first impressions are a very definite thing, I like what is technically known as the 'make-up' of the paper. One has the assurance of finding on exactly the same pages every morning the respective articles in which one is interested, presented in an entertaining manner.

"Second—Being deeply interested in all artistic professions, there is an assurance of reading a complete survey of all these activities, and finally, the great pleasure and privilege of reading the stories and articles of the most brilliant writers and scientists in the world."

Alyse Whitaker Kimball is a writer and artist, member of the League of American Pen Women, the Southern California Women's Press Club and the official mascot of the Trouperas.

technical men can replace salesmen, if sales ability is over-rated, why are employers everywhere willing to pay salesmen sometimes three and four times as much as they pay a comparably good technical man? Why don't they fire the costly salesmen, sending out less expensive technical men to get the business? The answer must be, I believe, that (barring individual cases) salesmen can sell more goods.

Here's a letter that a traveler sent to a shaving soap maker:

We all need air to live, I admit, but don't you think 35 cents a tube is a little high for atmosphere?

In San Antonio, Texas, two weeks ago, I bought a tube of Palmolive Shaving Cream. At least, that's what I asked for. But when I started to use it on the Mallory boat coming up from Galveston I found a little gob of shaving cream in the front end of the tube, and a little gob of shaving cream in other end, and air in between.

I thought maybe you were turning out a new-style product, so I took a brush-full of that air and tried it out, but it would not make a lather.

Of course, I could go back to the dealer and demand another tube; but, firstly, I forgot his name, and, secondly, I don't see much profit in making a \$300 trip to replace a 35 cent tube of cream—even when it's Palmolive.

Now, would you prefer to send me a round-trip ticket to San Antonio so I can make my claim to the dealer, or a new tube—one with shaving cream in it?

I have instructed my attorneys not to bring suit until your Board of Directors has had a chance to meet and settle this question of policy. Meanwhile my beard is growing and—due to my appearance—my wife's ardor is cooling rapidly.

I'm in a dickens of a fix.

How would a purely technical man have handled that? Probably he would have explained the construction of the filling machines, told how occasionally, even with the utmost of care, an air bubble will get into the mixture, and would have apologized for the error while replacing the loss. The reply, however, was dictated by a real salesman. He said:

Receipt of yours of February 28th definitely convinces us of the futility of attempting to merchandise air at the price of shaving cream.

We are sending you under separate cover two regular tubes of our well-known product, and trust that in the use of them you may be in a measure repaid for the trouble you have taken in calling this matter to our attention.

Assuring you of our appreciation of the spirit that prompted you in writing us as you did, we are.

No pow-wow there about how or why air got into the tube. Who cares why air got in? This writer turned the occasion into an opportunity to create good-will. His title is general superintendent. Maybe he's a technical man, but certainly he's a salesman.

Let's take a purely hypothetical case. Mr. Sellers is a trained and able salesman, but he knows nothing at all about the manufacture of a radio. Mr. Teknik knows all about the making of radios but he knows nothing about selling. Both men visit you, as a retailer, to get you to buy their products. You're busy—retailers always are when salesmen come around. You're over-stocked. You're not open for a new line of radio sets. You're—well, you know the conditions that a salesman has to face.

What is Mr. Teknik going to say? How will he batter down your "over-stocked" argument with an array of electrical facts? How will he even get your attention, if he knows nothing about selling? I'm afraid poor Teknik is sunk. But Sellers will get your attention—probably your order. You'll be offering, after that, a poorer set than Teknik had, perhaps—but not much poorer, because back in the Sellers factory the technical men have put together a fairly good instrument, of course. The difference is that Sellers will sell profits, growth, prestige, performance. Teknik is ready to tell *why* his radio has a good tone. Sellers will *demonstrate* that his has good tone, even though he doesn't know why. And who cares what the reason is, anyway?

Is selling ability over-rated? If I were putting my last dollar into a new manufacturing business and had to take my choice between top-notch technical men plus second-rate salesmen, or second-rate technical men plus top-notch salesmen then I, gentlemen, would grab off the combination that gave me the master salesmen.

All in favor say aye.

All opposed. . . . ?

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W. W.
235 Mad
NEW YO



A BIG RADIO STORY

During 1928 The San Francisco Examiner led the Western United States in Radio Lineage.

Live, wide-awake people buy radios—the sort of people that look upon new ideas and new products with open minds and open purses.

That they respond to advertising is proved by the magic growth of radio sales. The radio lineage records would indicate that The Examiner reaches more responsive people of this type than any other newspaper in the western half of the United States.

San Francisco Examiner.	362,178
Oakland Tribune	288,938
Portland Oregonian	270,945
Seattle Times	254,484
San Antonio Express.....	247,837
Los Angeles Examiner....	239,108
Denver Post	233,601
Salt Lake City Tribune...	221,948
San Francisco Call.....	156,204
San Francisco News.....	145,327
San Francisco Chronicle..	125,014
San Francisco Bulletin....	56,158

San Francisco Examiner
Monarch of the Bulletin

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

Member International News Service and Universal Service

Member of Associated Press

Member Audit Bureau of Circulations

W. W. CHEW
 285 Madison Ave.
 NEW YORK CITY

A. R. BARTLETT
 3-129 General Motors Bldg.
 DETROIT

J. D. GALBRAITH
 Hearst Bldg.
 CHICAGO

T. C. HOFFMEYER
 Hearst Bldg.
 SAN FRANCISCO

In Kansas~



"AGROPOLIS"

*is 4 times larger than
Kansas City, Wichita
and Topeka combined.*

IN the rich state of Kansas, by far the greatest market for advertised merchandise is . . . no, not Kansas City. Wichita? No. And not Topeka. It is AGROPOLIS, the farm area of the state. More than a million people live there . . . four times as many as the dwellers in *the three largest cities combined!*

You'll not find AGROPOLIS on any map of Kansas. But it is the state's outstanding market.

AGROPOLIS, *Kansas*

People who live here are prosperous. They are making money and they are spending it. They will

Hoard's
The Farm
The Ame
The Wisc
The New

The

Courtney
30

spend it for your product if your product is worthy and if you tell them of your merchandise.

Through the Kansas Farmer—one of The Standard Farm Papers—your advertising literally covers AGROPOLIS, Kansas. Edited locally, published weekly, read from cover to cover *with active interest by the whole farm family*, The Kansas Farmer is the "newspaper" in 123,976 representative farm homes.

In almost every farm state, AGROPOLIS is a major market. Standard Farm Papers are 15 non-duplicating publications, edited for AGROPOLIS folks. They cover the prosperous farm areas of the country, just as newspapers cover city areas. Standard Farm Papers are all A.B.C. They give all the advantages of national circulation *minus* the usual waste and *plus* the great advantage of local appeal to the dwellers of AGROPOLIS.

The Key to "AGROPOLIS"

"The Other Half of America's Market," a marketing guide and comprehensive statistical study of the whole farm market, was compiled by disinterested authorities. Copies will be presented to interested executives by appointment.

Your sales problem is national—but your dealer's is always local. The Standard Farm Papers meet both!

Hoard's Dairyman
The Farmer, St. Paul
The American Agriculturist
The Wisconsin Agriculturist
The New Breeder's Gazette

Pennsylvania Farmer
Ohio Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

Kansas Farmer
Missouri Ruralist
The Nebraska Farmer
Michigan Farmer
The Prairie Farmer

The STANDARD FARM UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager


CHICAGO

NEW YORK

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

Willard R. Downing, Eastern Manager
250 Park Avenue

San Francisco, 1112 Hearst Building



one big group
of New York
business men
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reading the
Morning American
- the bankers,
brokers and
bond men.
Does their interest
interest you ?

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Do Metaphorical Pyrotechnics Produce Profits?

Anent the Slither and Slaver of Advertising Mnemonics

By W. E. McFee

Of The American Rolling Mill Co.

"GIVE me one of those big platters of advertising copy, smothered in juicy words and succulent phrases."

Honest to goodness, you would think that some copy writers and captious reviewers of advertising "literature" were sating themselves with emulations of the great masters of classic literature. They gorge with this condensed nourishment until skin will no longer withstand the distension. Then it breaks out and engulfs vacillating scribes everywhere.

The word of delicately shaded meaning; the phrase that cleaves to the marrow of human emotions and passions; the sentence that took Flaubert or Anatole France a whole day to mold — these and other projectiles are hurled at the craftsmen who sway the read-as-they-run multitudes of consumers.

Yes, you've guessed it. There is a grievance gnawing at the vitals of this copy writer. It's chronic, too. And now the smoldering fire breaks out in furious imprecation.

This outburst probably would have been postponed had I not stumbled over a reincarnated man today. The spirit from another world returned to the abode of reality in the form of a fascinating short article in "Top," a really meritorious house magazine. "On the Trail of Better Copy" was the alluring title that led me expectantly into:

"Thoughts that breathe and words that burn"—copy that convinces and conquers—make these your quarry and hunt them by your fireside.

Good! That pithy expression would prick the flagging senses of the most jaded copy writer.

Then what? A bomb loaded with invective, to be sure. After an absorbing prelude, the writer continues with: "The more I read good literature the more I become disgusted with the driveling copy that clutters the advertising page."

He next ventures the panacea, a few lines of scintillating verse by contemporary, Lew Sarret:

Words cut by a madman's ax, words brittle with ice;
Words, pointed, barbed with sleet and torn of branch;
Words that cascaded, ricocheted, and split, Fell in avalanche.
Down with the flood of wrath they pitched and plunged—

WHEN a reader scans a piece of copy and says: "That is a good advertisement," ought the advertiser to pout his chest proudly or should he look around for something different?

The answer to that question is another question: Is the reader impressed with the magic words of the copy or impressed with the advantages of the product?

And the answer to that determines whether a piece of copy is worth its salt or whether it is merely a boatload of impressions wallowing in a sea of brilliant and bombastic jargon.

Compelling poetry, that. The kind of poetry, I contend, that people turn to when they seek to be moved by the spectacle of an irate spouse attacking, with stinging epithet, her long-suffering husband.

Right here we diverge. Is this dazzling display of metaphorical pyrotechnics the kind of writing that sells our products to the man in the office or the man in the street? If he read such exquisite outpourings of an artist's soul it is very likely he would be impressed. *Impressed*, though, with the magic words or *with the advantages of the product*?

Now for a parting shot at the

well-meaning inditer of "On the Trail of Better Copy."

In his rambling journey through the verdant fields that Muse had made prolific, he reminds us that "We (he and his copy-chief accomplice) didn't waste a single second on any of the great media of the day. You do not find many folks memorizing and quoting sentences from advertisements. Copy that makes itself *automatically memorised* [the italics are mine] is good copy. And that which is as automatically forgotten hasn't paid its way."

Screeching meteorites and booming satellites! . . . Is this the new responsibility which confronts us—creating advertisements that people "learn by heart"—and spiel off as after-dinner stories and bedtime ditties? Must we teach our readers by rote so we can carry off the prize we seek—a good, healthy slice of the consumer's dollar?

Surely, the obsolescent slogan has convinced us that this sort of thing doesn't pay. Those seven-word compendiums that slipped and tripped off our friend consumer's lips animated many a lagging conversation, brightened many an epigram. And the thought, if any, that the listener stored away for a day or two, ran something like this: "That was a real one Hank pulled on the J. & S. slogan. I'll try to think of it when I meet George. He'll relish it."

So much for the slither and slaver of advertising mnemonics.

A fatuous episode, indeed, for the profession which is supposed to move men, not to tears, nor even to exuberance, but to extracting dollars from well-primed purses.

Words . . . words . . . words. More power to their cogency if they be means toward an end. But not, lest advertising perish, a boatload of *impressions* wallowing in a sea of brilliant and bombastic jargon.

Heaven help the poor advertiser if his copy sets out to entertain, incite to buffoonery, or promote a state of contented lethargy in his prospect. Let this prospect turn elsewhere for his play-hour lamppoonings . . . to poet Sarret for

emotional and intellectual sustenance . . . or to the Encyclopedia Britannica for authentic information on the habits and customs of Eskimos. But when he's in the market for beans or buildings tell him how your products will best serve his needs. Above all, tell him the story fast, concisely and interestingly—to the point where interesting treatment abandons poetic persiflage.

True enough, we copy writers need the classics of literature if we are to broaden our intellectual horizons and stimulate our sorely-pressed faculties of imagination. Yet so long as advertising copy's primary function is to sell, or aid oral selling, let us not drag in the classics to dazzle and overwhelm the busy man or woman who wants to be told, in clean-cut, forceful language, what that commodity, luxury, or service will contribute to his or her existence.

Let's invite them to a gourmet's table. Perhaps, then, their appreciation will be expressed in *orders* instead of stomach complaints.

Fred Ellsworth, Banking Meeting Program Chairman

Fred Ellsworth, vice-president in charge of advertising and business promotion for the Hibernia Bank & Trust Company, New Orleans, has been appointed chairman of the program committee for the convention of the American Institute of Banking, to be held at Tulsa, Okla., on June 9. In addition to Mr. Ellsworth, Guy W. Cook, advertising manager of the First National Bank of Chicago, Frank Fuchs, of the First National Bank, St. Louis, and Fred Staker, Commerce Trust Company, Kansas City, are also scheduled to speak at this meeting.

E. J. Holljes, Sales Manager, William Sellers Company

Edward J. Holljes has been appointed sales manager of William Sellers & Company, Inc., Philadelphia, manufacturer of machine tools and locomotive injectors. He has been with the company since 1909 and has been directing the company's sales for a number of years.

R. S. Gay with Condé Nast Publications

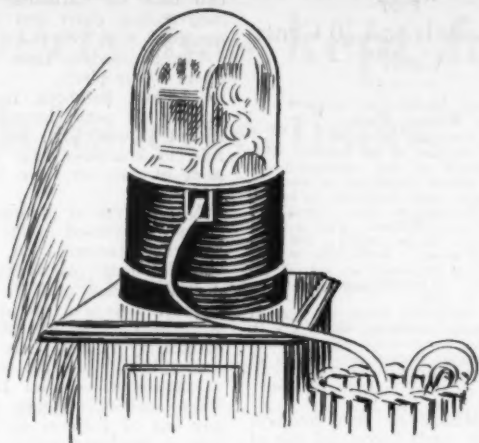
Rex S. Gay, formerly Central Western district sales manager of the Timken-Detroit Company, Detroit, has joined the Western advertising staff of the Condé Nast Publications, Inc.

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The busiest ticker outside of New York

is at the other end of the country—in Los Angeles. In addition to the large volume of New York Stock Exchange transactions originating in Los Angeles, this city rates second to Wall Street in the number of shares bought and sold on its local stock exchanges.

As a market for securities Los Angeles has come to the front with a rush. It is an attrac-

tive field for financial advertisers due to the fact that investors great and small read one newspaper. For instance, during the month of February 1929, the Los Angeles Times printed 13,471 inches of financial advertising, whereas both other morning newspapers combined printed but 8,195 inches and all three afternoon newspapers combined printed but 7,367 inches.

Los Angeles Times

Eastern Representation: Williams, Lawrence & Creamer Co., 300 N. Michigan Blvd., Chicago.
 285 Madison Ave., New York. *Pacific Coast Representation:* R. J. Bidwell Company, 742 Market St.,
 San Francisco. White Henry Stuart Bldg., Seattle.

"For Five Labels and 20 Cents Cash"

WILSON ADVERTISING AGENCY
BOSTON, MASS.

Editor of PRINTERS' INK:

Do you happen to be familiar with the experience of any manufacturers who have offered premiums to users of their product—said premiums to be secured by the user in return for a certain number of coupons plus a cash consideration? As an example, the consumer could secure a waffle iron or electric toaster or aluminum set, etc., in return for 10, 15, or 20 coupons plus \$2, \$3 or \$4 in cash.

In your judgment would this method of distributing premiums, where a cash consideration is involved plus a quantity of coupons, defeat the purpose of the premium idea?

J. S. WILSON.

A NUMBER of manufacturers have made successful use of a plan similar to that outlined in Mr. Wilson's letter, although few of them charge quite as much as he suggests. Most advertisers, however, seem to prefer to sell the merchandise outright.

The Liquid Veneer Corporation in its advertising is offering a 30-cent dusting-cleaning-polishing glove for 15 cents in cash and the carton top from a 60-cent bottle of Liquid Veneer. On the same coupon, however, the company offers for 30 cents a glove, a sample of Liquid Veneer, and a booklet. This is an interesting example of an advertiser who makes two types of offers on the same coupon.

Alice Foote MacDougall & Sons, Inc., encloses in each can of coffee an insert which describes an unusual premium offer. Each can of coffee contains a certificate worth 10 cents if accompanied with a like amount in cash. For example, a teapot is quoted at \$1.60. It may be obtained by sending in eight certificates plus 80 cents in cash. A pottery catalog is mailed to consumers on request.

A number of companies at the present time are offering special equipment outright with no necessity of the consumer saving certificates or coupons.

The Carnation Milk Products Company is selling a bottle-warmer,

two cans of Carnation Milk, a baby-feeding chart and a Carnation cook book for \$1.75.

The Dromedary Date Company offers a date pitter.

Igleheart Brothers, Inc., for a number of years have offered a Swans Down Cake Set which is sold to consumers for \$1. The sales of this set have been considerable.

A third type of premium is that which is enclosed in the package. The manufacturers of Mother's Oats for many years have enclosed dishes in each package of their product. This is a type of premium work which was carried on more extensively twenty years ago than it is today.

Manufacturers who have used these various schemes find that any one of them is successful so long as the merchandise offered is of a type which the consumer will want, even if the premium is something such as a waffle iron or electric toaster, as mentioned by Mr. Wilson, which will require an outlay of \$3 or \$4 in cash. A certain number of consumers will be willing to avail themselves of the premium offer if they feel that they are getting their money's worth. The main thing to take into consideration is that the offer must be one which will give the consumer something at a price considerably cheaper than he can buy it at a local retail store. Of course, the returns on offers which require an outlay of \$3 or \$4 will be much smaller than those that require an outlay of only a few cents.—[Ed. PRINTERS' INK.]

New Account for Boston Agency

The Manufacturing Equipment & Engineering Company, Framingham, Mass., steel shelves, lockers, etc., has appointed the Wood, Putnam & Wood Company, Boston advertising agency, to direct its advertising account.

J. J. Lewis with Schneider Press

James J. Lewis has been appointed vice-president and general sales manager of the Schneider Press, Inc., New York.

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Liberty has kept faith with its advertisers

AT the close of last year, LIBERTY guaranteed an average net paid circulation of 1,750,000 for the first six months of 1929. In less than three months LIBERTY added 500,000 new families. Its circulation exceeded 2,000,000 net paid. Now LIBERTY is guaranteeing an average of more than 2,000,000 net paid for the balance of the year.

LIBERTY has kept faith with its advertisers. It guaranteed them a quarter of a million circulation bonus for the first six months of 1929. For most of the period they will receive a half million circulation bonus. Rates remain the same. LIBERTY'S cost per page per reader is the lowest in its field.

More than 60 important new advertisers are now using LIBERTY!

LIBERTY GUARANTEES

AN AVERAGE OF MORE THAN 2,000,000

Liberty
A Weekly for Everybody

NET PAID CIRCULATION

FOR THE BALANCE OF THE YEAR



AMONG the big building projects completed in Baltimore during 1928 was the city's newest market erected at a cost of \$1,850,000.

Declared to be the most modern and most sanitary in the country, the North Avenue Market affords tangible proof of Baltimore's constantly increasing food consumption. A new market, in a section hitherto without a market, making Baltimore a city with a full dozen of markets.

Just one indicator of Baltimore's steady growth. And paralleling the growth of Baltimore is the growth of the Sunpapers. The latest figures are given opposite.



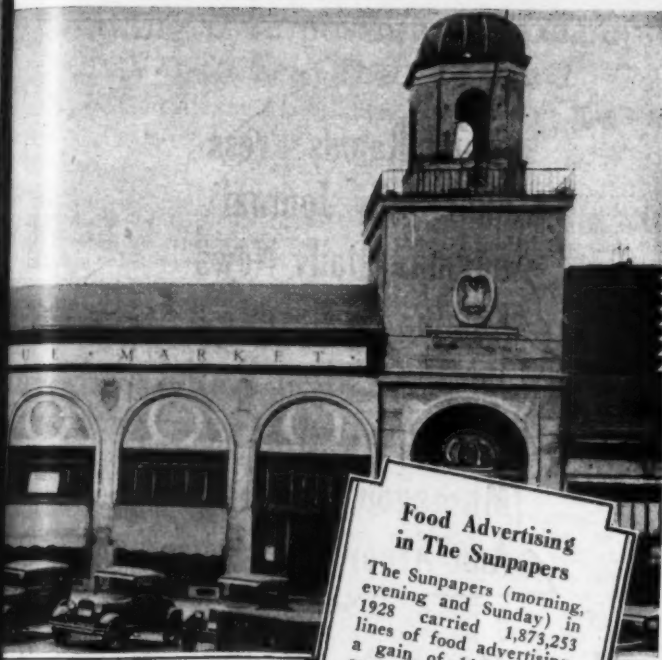
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Food Advertising in The Sunpapers

The Sunpapers (morning, evening and Sunday) in 1928 carried 1,873,253 lines of food advertising, a gain of 146,665 lines over 1927. For March, 1929—201,274 lines; a gain of 18,743 lines over March, 1928.

March Circulation
The SUNPAPERS
Daily (M & E) 293,522
in of 22,335 Over March, 1928

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

C. GEORGE KROGNES
First National Bank Bldg.
San Francisco

GUY S. OSBORN
360 N. Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bldg., Detroit

A. D. GRANT
Constitution Bldg., Atlanta, Ga.

Following With Baltimore



**These Booth Newspapers Serve
 a Population of 1,350,000 and
 Have a Circulation of:**

City - - - -	180,581
Suburban - - -	76,223
Country - - -	23,690
TOTAL - - - -	280,494

Combined Statement as made to A.B.C. for Period Ending March 31, 1929

BOOTH NEWSPAPERS, INC.

I. A. KLEIN, Eastern Representative
 50 East 42nd St., New York

J. E. LUTZ, Western Representative
 180 North Michigan Ave., Chicago

Central Office, 2500 Buhl Bldg., Detroit, or any newspaper listed

Ozite

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Making It Impossible for Dealers Not to Sell Your Product

Ozite. Dealers Get as Much Dealer-Help Material as They Want Free

As Told to R. W. Clark by

L. H. Regensburg

President, The Clinton Carpet Company

IN marketing Ozite rug cushion through the retail trade we are handicapped because of its limitations in the way of display and attention value. An Ozite cushion fits snugly under the rug and is never seen when in use. If it could

be hung on the wall or made visible on the floor our selling task would be considerably simplified. But, under the circumstances, we must artificially stimulate the Ozite message so that it can get into the buying consciousness of the public—and into what might be termed the selling consciousness of the retailer.

We do this stimulating, which otherwise would come more or less naturally, by going to unusual limits in co-operating with dealers in the way of

sales-producing material. In the beginning we set down the policy that all these helps would be given absolutely without charge. The conventional reason for requiring dealers to pay the production cost of such material, or at least share in it, is that they will then take it more seriously and not waste it. This, of course, is theoretically correct and we recognized it as such. But our problem was different in the almost total lack of display capacity in the

product itself. Therefore the dealer had to be offered more than the ordinary inducements. We decided to place at his disposal, without charge, all the sales-producing material that he could properly use in connection with the merchandising

of our line; and we tried to make the material so practical and usable that the waste feature would be eliminated or at least minimized.

After we had got well started with the distribution of our dealer helps under this plan we found that we were spending (perhaps investing would be a better word) a rather alarming sum of money. The helps, being widely advertised and no limitations placed upon the quantity a dealer might order, soon became enormously

popular. We did not imagine that the cost would be nearly so much; we had clearly underestimated the extent to which our offer would be accepted. We decided, though, that if a plan of this kind were good on a moderate scale, it ought to be even better on a very large scale. In other words, our policy was laid down and we determined that we should follow through on it consistently to see what happened.

The net result is that, so far as our particular kind of merchandis-



*How Ozite Selling Helps Are Being
Used in the Rug Department of One
Store*

ing is concerned, we are ready to declare that the way to make dealer helps work out to their logical conclusion is (1) to give special attention and care to their production, and (2) to place them at the dealer's disposal altogether free of charge, with no restrictions as to the quantity he shall use.

I suppose we might be able safely to restrict the quantities, even though we do not ask the dealer to share in the production cost. But it seems to us that there should be general restrictions or none at all. Consequently we are consistently going the whole route. We believe that helping the dealer sell is the most important part of our job. And the reactions we are getting from our dealers convince us that we are doing quite the right thing.

One of the first of a series of rather unusual tie-ups and helps of various kinds, the demand for which startled us, was a price tag. This is exactly like the price tags used in all furniture and rug departments—made of stout linen with wire ends so it will not be pulled off rugs when they are flipped back for demonstration. One side of the price tag is printed for size, price, stock number. The other side contains a brief Ozite message.

Dealer Tags Are Advertised

We utilized sizable display space in business papers to inform our dealers that the tags would be supplied them free and in any quantity they wanted. When the first advertisement was submitted to us by our agency for approval, considerable question as to its advisability arose in our own organization. Some feared that the price tag offer, thus thrown wide open with no restrictions, would cost more money than would be justified by the results. But I insisted upon a literal interpretation of our policy of giving such material away instead of trying to sell it, and the advertisement was used.

Dealers took us at our word and we were overwhelmed by requests for the tags. Our first order for a million melted away in no time; so did the second order for a simi-

lar quantity. I must admit that I began to have misgivings at this stage and that the plan seemed to be a very expensive one.

However, I soon found that the advertising value was worth far more than we were paying for it. The rug racks of stores throughout the country were literally filled with our brief and pointed sales message. Salesmen on the floor were constantly being reminded to sell an Ozite Cushion with every rug. And if the salesman still did not make the sale, the appearance of that tag on every rug in the store was bound to have an effect upon the purchaser. And, finally, when the rug reached the purchaser's home with the tag on it, she was certain to do some real thinking about our product.

A lithographed display sign is also furnished free; a dealer can have as many as he wants. We encourage the use of signs in several parts of the floor covering department in order to attract attention. These signs are made with an actual sample of Ozite stitched across the bottom so that people can see and feel the product. In many cases, prospective customers are invited to step on the Ozite to recognize its resilience.

Another idea, which we think is new, is that of a large circular which we prepared for dealers to put in each rug that they send out. This contains definite information for the householder under the heading, "The Proper Care of Rugs and Carpets." Large illustrations and large type, printed in blue and orange, make an attractive and easily read poster.

The last reminder in the circular is "And of Course Lay the Rug Over Ozite Rug Cushion." The reverse side of the page is also devoted to the Ozite story.

I may say that literally every dealer to whom we offered this circular welcomed it. Even the conservative State Street department stores in Chicago were enthusiastic. They gladly turned the posters over to their shipping departments, with instructions to roll one in each rug. The size of the poster particularly appealed because

**Advertisers are
reporting splendid
returns from the**

WISCONSIN NEWS

**1929 HOME BUILDING
and HOME MODERNIZING
campaign**

**If you supply any product that
goes into either building a home or
bringing it up to date and want to
sell the rich Milwaukee Market, join
this worth while and far-reaching
campaign NOW.**

**Write for full details of
this unusual campaign
and the valuable sales
helps at your disposal.**

WISCONSIN NEWS

**One of the twenty-eight Hearst Newspapers
read by more than twenty million people.**

the person who laid the rug could actually stand up while reading the instructions for its care. More than 4,000,000 of these posters have been distributed free.

We have tried several ways of furnishing sales samples to dealers. One of the most unusual was that of a miniature cushion, (eight inches by eight inches), taped and stitched like the regular rug cushion, which we provided complete with a large steel clip. Dealers would clip the sample to every third or fourth rug in their display so that Ozite was emphasized as a necessary part of every sale.

We also provide larger samples to be used for demonstrations. When the salesman has completed his sale of a rug, he has one of the samples handy to slip under one corner of the rug so he can invite the customer to step on it and see for herself how the resilience has been increased.

A recent addition to our list of dealer helps is what we call "The Ozite Silent Salesman." It consists of an easel to be placed on a desk or table in the floor covering department. Ostensibly, it is to act as the final selling aid for salesmen when talking to customers; but let me whisper that that isn't its real purpose at all. Our insidious plan is to educate the salesmen as painlessly as possible. We do not seriously expect that a salesman will take each customer over to the "Silent Salesman" and leaf through each page with her. However, he will do this occasionally, particularly with a hard customer—but after he has done it four or five times he will know the facts by heart and will be a far better Ozite representative than he was before.

Each page of the "Silent Salesman" contains one important sales fact about Ozite. Line drawings are used with large type to make the story quickly assimilated. Since this material is expensive, we do not give it out indiscriminately but arrange for one of our own salesmen to present it to the sales force of the dealer's organization with a comprehensive talk on its use. We also have instructed our jobbers

regarding its presentation and provide them with copies to be given to their customers.

We also furnish dealers with enclosures to be used in their bills and general mailings. These are not out of the ordinary but have been very successful.

On the whole, what we have tried to do has been to give the floor covering dealer every possible sales assistance. We try to make it impossible for him *not* to sell Ozite. We have in mind the fact that by providing tags, signs and unusual display material of all kinds, we are sure to impress the woman shopper with the fact that Ozite is standard in every store.

J. R. Ozanne Joins Hardy Agency

James R. Ozanne, for several years advertising manager of the wholesale department of Carson, Pirie, Scott & Company, Chicago, has resigned to become associated as a partner with Walter E. Hardy, Inc., advertising agency of that city.

R. J. Thain, who has been associated with Mr. Ozanne, succeeds him at Carson, Pirie, Scott. Mr. Thain will be assisted by Paul Kunning, formerly Great Lakes district manager of the United States Department of Commerce, and, for four years trade commissioner of the Chicago Association of Commerce.

Churches Plan Co-operative Campaign

A co-operative advertising campaign by nineteen churches is being planned through the Metropolitan Conference of Unitarian and Other Liberal Churches, New York. This campaign, which will appear in Metropolitan newspapers, will be directed by Stanley E. Gunnison, Inc., New York advertising agency.

Death of H. E. Rose

Henry Elliott Rose, sales promotion manager of the Hupp Motor Car Company, Detroit, died recently at St. Petersburg, Fla. Mr. Rose, who had been with the Hupp organization for about five years, was staying in Florida on a leave of absence at the time of his death. He was forty-six years old.

Irving Davis, Advertising Manager, Goldman Stores

Irving Davis, formerly publicity manager of Liberty, New York, has been appointed advertising manager of The Julian Goldman Stores, Inc., New York, apparel and furnishings chain organization.

**In 1928
The St. Louis Star
Gained 1,464,468**

**Lines in
Advertising**
—and achieved the highest
daily average circulation of
any year in its history . . .

136,527
NET PAID

In the First Quarter of 1929
**The St. Louis Star
Gained**

354,093

Lines in Advertising

**The Daily Circulation
Average for the Same
Period Was—**

151,043

NET PAID

**—An Increase Over the 1928
Average of 14,516
and the Highest Net Paid
Average Ever Attained in Any
Similar Period .**

THE ST. LOUIS STAR

**National Advertising Representative
GEORGE A. McDEVITT CO.**

 COMMON INDUSTRIAL MARKETING AND

Is your copy keeping step with your salesmen

An eastern manufacturer selling a product for general industrial use has advertised consistently in six McGraw-Hill publications. His sales year after year have been so satisfactory that he has readily renewed his advertising contracts.

The product is staple—one of those prosaic things that make copy writers age prematurely. A new competitive situation came up last fall that made the copy obsolete. The advertising writer left his copy desk and turned salesman for a while. He returned with a sharpened pencil and a new viewpoint.

The new copy has been running now for several months. No change in advertising schedule! No change in sales policy! No change in product design or service! Nothing has been changed except the copy, which has become more sales-like and more humanly interesting.

McGRAW-HILL

New York Chicago Cleveland Detroit Philadelphia

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ETI AND ADVERTISING PROBLEMS

No. 48 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

Now comes the president's report on sales for the first quarter. Does it not show that it pays to scrutinize copy as well as the mediums that give it voice?

THE REPORT*

I am inclined to believe that the new type of advertising is getting the results we had hoped for. In fact it is coming much better than we had reason to expect. We are very busy in the plant at the present time and our sales for the first quarter are running 35% higher than former years, which is quite a jump. The particular class of work we went after in this advertising has necessitated our practically doubling the machinery in this department and it is now operating on a 24-hour schedule.

**Extract from a personal letter covering several subjects.*

PUBLICATIONS

Louis Greenville San Francisco Boston London



from this building
the people of the
Great Oregon Country
get their News and
Entertainment . . .

Give them the news of your product



THE extent of the response you get from advertising in the Pacific Northwest depends on the newspaper you use to carry your message. For your own information you should know these facts:

1. The Oregonian market has a population of a million and a quarter people.

2. The newspaper with the largest circulation in this territory is The Oregonian.

3. The Oregonian has a wide reader preference over the three other Portland newspapers.

4. In 1928, 78½ % of all national advertisers using Portland newspapers used The Oregonian.

... News of your product reaches the most substantial group of people in the Oregon Country when you use The Oregonian.

The Oregonian

PORTLAND, OREGON

Circulation: over 107,000 daily; over 165,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK
285 Madison Ave.

CHICAGO
333 N. Michigan Ave.

DETROIT
321 Lafayette Blvd.

SAN FRANCISCO
Monasnock Building

Why We Cut Our Mailing List Two-Thirds

It Gave Us an Opportunity to Test a New Appeal, Clean Up the List and Teach the Salesmen the Value of Direct Mail

By Thornton Lewis

President, York Heating & Ventilating Corporation

WHEN, more than two years ago, we announced to our salesmen at the January sales convention that we were going to cut down our mailing list two-thirds and would re-allot names in proportion to actual work done and sales made by each branch office, we made the announcement chiefly to create in the minds of our men the realization that direct-mail advertising is a valuable tool in their sales kit.

We created this realization. Our men soon came to us to argue for the addition to the list of new names. And we built up in our men such a feeling for the importance of direct mail that we now are ready to expand our mailings considerably, with the assurance that this branch of our advertising has the wholehearted support of our sales force.

In reducing our list so radically and sticking closely to this cut, we had several other ideas in mind. In the first place, we had renamed our product. From the un-descriptive Unit Heater, we had changed to York Heat-Diffusing Unit, which more completely got over the idea that the product keeps a building warm by spreading heat. With the renaming, we intended to make a fresh advertising start, and we knew that a large mailing list made up by branch offices and agencies over the country was not a particularly live one. So one reason for the slice in names was to select only the best of prospects.

In the second place, we wanted to distribute the names proportionately among branches so that each would get a fair share of the promotional work to be done by our mailing pieces. Under the existing conditions, branches that had sent in the most names had

most on the list, regardless of how many sales these branches were producing.

And, third, our idea was to try out a new type of mail work on a small group before sending it to a large number of prospects. We proposed a radical type of material for our mailings, and we wanted to be very sure it would meet with success. We were going to depart from a policy of expensive broad-sides and were going to send out monthly to general executives, architects, heating and ventilating engineers, and contractors a very simple, single-page, humorous letter.

So two years or more ago "B.T.U. Junior" began a diary, excerpts from which became our monthly mailing to the small selected list of really live prospects. B.T.U. Junior was a modern young British Thermal Unit, much in the minds of heating men because thermal units are the basis of heating calculations. Our youngster was, in his diary, to record the way up-to-date engineers were making B.T.U. Junior's generation work as compared to the way the older generation was allowed to escape—through unscientific heating methods—to the roofs of buildings for a grand vacation.

Most Prospects Liked New Type

Reaction to this new type of mailing material was varied. Generally it was favorable, but in certain instances it was violently adverse. But the fact that we kept our list small enabled us to learn exactly what was what. We learned, also, how to handle critical prospects.

To twenty-five selected engineers, architects and contractors in the

city of Philadelphia, we sent twenty-five copies of the first issue. We waited a few days, and then our assistant sales manager made a personal call on every one of these prospects.

He found that 75 per cent liked the diary-letter. About half of the remainder had never seen it; it evidently went into the waste basket before reaching the man to whom it was addressed. The others said it was absolute rot and entirely worthless.

In the last group was a prominent consulting engineer, who called us to say how sorry he felt for us in wasting so much money on such a method of advertising. He said he read it only because he was a friend of ours and had noticed the York name on the letterhead. Subsequent issues, he said, probably would go into the waste basket.

Two years have gone by since, and I do not believe we have a more enthusiastic supporter of the B.T.U. Junior Diary than this engineer.

A prominent plant owner in the Middle West took the trouble to write a rather lengthy letter saying he did not wish to have such drivel come into his office. After reading the letter, the point stood out that he actually had *read* the diary, and so we wrote in return a conciliatory letter that explained several things he apparently had misinterpreted. We requested him to revise his decision to be taken off the mailing list. He said to keep his name on. Since then he has acknowledged that his first impression was wrong.

Had we sent our first mailing out to our original large list of names, we no doubt would have been discouraged by returns and might very well have discarded what has proved to be a most effective and popular form of institutional as well as specific advertising.

This diary has given us an unusual opportunity to say in a light vein things which it would be difficult to put down in a straight broadside. B.T.U. Junior, being a privileged character whose person-

ality has made friends, can poke fun at existing heating methods, tell our sales story in an unobtrusive but compelling way, and even boast about us through back-handed remarks.

Last summer we found a way to use our heat diffusers to cool plants during the summer, and so B.T.U. Junior told our customers about this new use:

AUGUST 15th—Well, I guess I'll have to tuck in my ears and give three written hurrahs for the human race. What the industrial historians will call "Their great discovery of the Summer of 1928" was worthy of a B.T.U. But the humans did it all by themselves. Not bad! In fact, quite good.

I stumbled on the smart dope while hovering around the York Plant during the early summer. I was on the committee to look over the orders for Heat-Diffusing Units. The Association for the Protection of B. T. U.'s keeps an up-to-date record of all plants equipped with Yorks so that a member can keep out of the frying pan if he escapes the fire.

Anyway, this particular day I was on active duty. I was hanging on a chandelier in the order department and had a pair of eight cylinder binoculars trained on the incoming mail. As I called them off, Joe Gulch took down the bad news. I had reeled off a baker's dozen when up popped an order calling for *immediate delivery*. I said to Joe, "It must be from an Eskimo or maybe old Beelzebub has gone in for efficiency." Joe had grabbed the opera glasses: "No! You're wrong. It is from a plant out West where the thermometer has been batting in the nineties. Something's queer. You'd better investigate."

To make a short story longer, I followed that shipment right to its lair. In a few days the Units were set up and I started to read the weather forecasts. With the speed they were showing, evidently the owner's rheumatism predicted a July blizzard. And yet it was so hot that every workman was just dragging around. . . . The next morning I was sitting on a rafter playing my mouth organ when the York Units started. I dropped down to see what all the shooting was about, when lo and behold I discovered these smart apples were using the York jobs to cool the place off! In a half hour they had dropped the temperature 10 degrees. I got the giggles thinking how simple it was. Cooling a plant or heating it is all a matter of good circulation. And once the industrial moguls had discovered that the York job is the berries for heating, all they had to do was to feed it straight air minus the heat and take a fall out of old man Fahrenheit.

AUGUST 25th—I have checked up on this double duty of the York Unit, and everybody seems to have gotten wise all at once. The boys back home are going to have the ventilating blues

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Biloxi, Miss.

Biloxi, largest of the Missis-
sippi Gulf Coast cities, is an-
other good customer of New
Orleans.

Biloxi has 3,041 families,
augmented by winter visitors
from the North and summer
visitors from the South.

Twenty-two trains each day,
to and from New Orleans, keep
Biloxi shoppers in close touch
with the metropolitan retail-
ers. Biloxi reads 707 Times-
Picayunes daily and 1,456 on
Sunday. A great many Sun-
day Times-Picayunes arrive on
the Gulf Coast by airplane.



The Times-Picayune

In New Orleans

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: Cone, Rothenburg and Noe, Inc.

Pacific Coast Representatives: R. J. Bidwell Co., Inc.

—worked to death in winter and thrown for a loop in summer.

At the end of last year, it seemed to us that we might very well capitalize the fact that leading companies over the country were users of our product. But how could we do it without being obvious and without too great boasting? It was the holiday season, and the poem "The Night Before Christmas" was being recited a good deal. Why not, we decided, let B.T.U. Junior break out into verse and, in his usual oblique way, sing a few praises about our installations? So, to start 1929 off, our little trade character sent the following to our customers:

'Twas the night before New Year's,
when all through my head
Not a brain cell was working—I thought
they were dead.
My Diary was hung by the boiler with
care;
The last page was empty—now what
should go there?

The workers had left the plant well
in advance,
So to dig up some dirt there wasn't
a chance.
When into my bean, with accompany-
ing clatter,
Came a man-size idea that settled the
matter.

I'd hop to the York Unit National
Headquarters,
Where their sales are turned in by a
flock of reporters.
Then to rifle the records and see who
had bought
Would make interesting news, if I
didn't get caught.

I arrived on the roof all agog and
afflutter,
Then jimmied the lock on the front
upper shutter;
I climbed over transoms and squeezed
under doors;
By the time I had found it, I'd cover-
ed six floors.

With fingers quite shaky, I opened the
book
Marked "Customers Sold" and gave it
a look.
On page after page in letters quite
bold
Was a list of big timers that knocked
me out cold.

There was Aluminum Co. and Amer-
ican Can,
And Borden's Farm Products that come
in a van;
The motor car builders were there in
a bevy,
With Cadillac, Ford, Dodge, Packard
and Chevy.
Then came a few others in much the
same sphere—

Give a look—here were Fisher and
Budd and Goodyear;
Next the railroads appeared on a page
by that heading—
The Pennsy, the Norfolk, and also the
Reading.
But that wasn't all for the obvious
reason
They had sold the New Haven for
many a season.

Then turning more pages, pop-eyed and
intent,
I found Armour and Baldwin and At-
water Kent.
Then Certain-teed Products and Pitts-
burgh Plate Glass.
They had all of the big ones in class
after class
From Carnation Milk to Bethlehem
Steel—
A Blue Book of Business the records
reveal.
DuPont, National Carbon and Arm-
strong Cork,
Another triumvirate heating with York.
The American Stores and American
car,
All the cream of big business—in fact,
caviar.
Now mind you this isn't a tale of the
fairies—
United States Steel and six subsidiaries
Have all bought the York—and the pros-
pect's, I fear,
For the poor B. T. U.'s an unhappy
New Year.

The only negative reaction from this divergence from Junior's usual diary form was the complaint of a soup maker that his name was left out of the verse.

During the two years in which we have featured the diary to a well-pruned list of prospects, we have dropped all other direct-mail effort. In that time we have succeeded in gaining the attention of those prospective customers we want most to reach. And during that period we have so completely sold our salesmen on the help which a well-directed piece of mail literature will give them in making sales, that they have constantly fought to increase their quota of prospects. Their larger sales, due in some measure to the effectiveness of this direct-mail form, have been concrete proof that it pays to pick prospects carefully.

Now that our men have come to appreciate the importance of careful selection of mail prospects and now that we have shown our campaign to have real pulling power, we are ready to expand our list and send B.T.U. Junior's monthly letters farther afield.



You Can Reach the Entire Washington Market through The Star And It Is Worth Reaching

There isn't its counterpart in the country. A compact area, consisting of the National Capital and 25-mile shopping radius, with close to a million well-to-do people.

There are more licensed motor vehicles in Washington than in any one of eleven entire states.

It is the fifth city in the country in the number of telephones per 100 population.

The government alone pays out in salaries nearly \$10,000,000.00 a month.

It is a steady and continuously prosperous market, unaffected by currents that create booms or react with depressions.

And only *one* medium is needed to cover it. *The Star*—Evening and Sunday—completely covers both the city and market with its home delivered circulation, enjoying reader confidence which gives prestige to its advertising columns.

If there is some specific information you would like concerning this market it will be promptly furnished by our Statistical Department.

The Evening Star.

With Sunday Morning Edition
WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

TRUE CLEVELAND METROPOLITAN TRADING AREA

CLEVELAND CHAMBER OF COMMERCE says that the Cleveland Metropolitan Area is bounded, approximately, by a 35-mile radius—parts of six counties—1,525,000 in population.

J. Walter Thompson Co. in its comprehensive market study "Population and its Distribution" says that the TRUE Cleveland trading area is 1,227,733 in population, and comprised of 8 counties. Akron isn't in it.

Ohio Bell Telephone Co. on its "Keytown Map

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250 Park Avenue, New York City

FIRST ADVERTISING

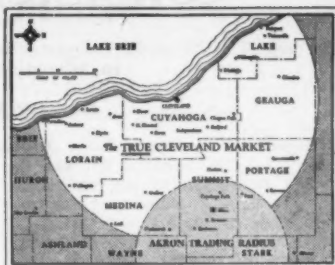
of Ohio" establishes the Cleveland Market as an area populated by 1,290,000, all within 35 miles of Cleveland.

Dartnell Corporation in the 1928 Annual Reference number of "Sales Management" stated that the Cleveland trading area is inhabited by 1,119,496 people.

Standard Rate and Data in all editions of its statistical service to advertisers quotes the population of the Cleveland trading market as—not 3,000,000 or 2,500,000, nor even 2,000,000—but the number the Press has always contended is true, 1,525,000.

"Editor and Publisher" on page 264 of its Market Guide for 1929 states that Cleveland's trading area is 35 miles in radius—Cuyahoga and portions of four other counties.

Cosmopolitan Magazine, in its "Merchandising Atlas of the United States" places the total pop-



Eight different market authorities agree that the TRUE Cleveland Market is, as pictured here, small and compact, approximately 35 miles in radius—not over 1,525,000 in population.

CLEVELAND MARKET

ERCE...ulation of the area at approximately 1,250,000. This analysis gives Cleveland an even smaller territory than the 35 miles shown on A. B. C. reports.

Audit Bureau of Circulations states (on authority of the three Cleveland publishers) that the population of Cleveland's trading Area is 1,525,000, also that the Cleveland trading territory is restricted to a 35-mile area surrounding Cleveland Public Square.



Write for the Market Analysis of Cleveland, O., based on the model form of the Bureau of Advertising, A. N. P. A.

Press

VE...ISING DEPARTMENT
York City 9 N. Michigan Blvd., Chicago

N...UY IN CLEVELAND



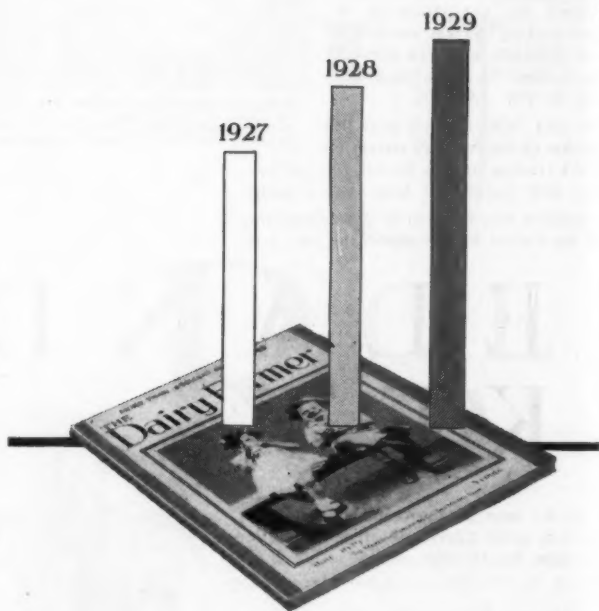
SCRIPPS-HOWARD

First in
Cleveland

Philadelphia
Los Angeles

Consistent Gains

in advertising lineage
January to April
inclusive



1928 shows 24% gain over 1927

1929 shows 44% gain over 1927

THE
Dairy Farmer

MEREDITH PUBLISHING COMPANY

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Making the Salesman's Calls More Effective

This Catechism Got Salesmen to Strengthen Their Weak Points

By Jas. A. Worsham

Section Sales Manager, Williams Oil-O-Matic Heating Corp.

A CHECKUP on our salesman's activities indicated that many of their calls on regular dealers were nothing more than just friendly visits. This was particularly true where salesmen had been covering the same territory for years.

Realizing that so little of the actual working time of these salesmen was spent in the presence of the dealer, we set about to make every minute of this time count. This resolved itself into setting forth a definite outline of the kind of activity we expected of each salesman on each call.

For diplomatic reasons, this outline of activity was sent out in the form of questions which we asked each salesman to ask himself previous to each call.

It often happens that after a salesman has left a customer he becomes conscious of having overlooked discussing some important phase of the business, such as the use of direct mail or newspaper space or some similar thing. The constant reviewing of these questions now prevents this and also serves to arouse other discussions pertaining to the development of the dealer's oil burner and electrical refrigeration business.

These questions are numbered for convenience, but not necessarily in the order of their importance. At intervals, new sets are sent, embodying those additions which may seem necessary, depending on the particular season of the year.

For example—when concentrated effort is being put forth in promoting our spring campaign or our annual convention, there are many special activities about which questions are asked in addition to the questions shown herewith.

There is no extra printed matter on this set of questions except the

title, which was "Lest We Forget."

The list follows:

1. Are you calling on as many dealers as possible?
2. Are you calling on as many prospective dealers as possible?
3. Has all correspondence with factory been answered?
4. Are you making out all reports so that factory will have a complete picture of the situation?
5. Are you promoting school attendance?
6. Are you promoting convention attendance?
7. Are you promoting special drives and campaigns?
8. Are you cleaning up unfinished business?
9. Are you following up prospective dealers?
10. Are you making special efforts in open territory?
11. Are you checking over all activities so that no details of your job are overlooked?
12. Has dealer Oil-O-Matic signs to use where he is making installations?
13. Have we names of all Oil-O-Matic and Ice-O-Matic owners from each of your dealers?
14. Does dealer show a list of users in his display room?
15. Has dealer many or any original testimonial letters from users?
16. Have dealer's salesmen complete sales kits? Are they trained?
17. Has our service man been with dealer recently?
18. Have dealer's salesmen studied our Sales Course?
19. Is dealer trying to get salesmen? Have you helped him?
20. Has dealer or any of his men attended Regional or Factory Schools?
21. Has anyone in dealer organization ever been to an Oil-O-Matic annual convention?
22. Does dealer pay any atten-

tion to advertising matter sent by factory?

23. Does dealer read "Oil-O-Matic News" carefully?

24. Does dealer wait for business to come in or does he go out and get it?

25. Is dealer full of activity or alibis?

26. Have you checked *General Oil-O-Matic*, *Ice-O-Matic* and *Dist-O-Matic* activities of dealer?

27. What is dealer actually doing now in direct-by-mail work?

28. What is dealer doing now through salesmen?

29. Did you stage a pep meeting with the salesmen?

30. Did you look over dealer's display window carefully? Offer any suggestions? Help him re-decorate?

31. Did you look over dealer's newspaper advertising? Did you mail copies to our advertising department?

32. What is the condition and appearance of dealer's stock of *Oil-O-Matic* burners and *Ice-O-Matics*?

33. Any sight draft shipments not lifted?

34. Did you work with retail salesmen on prospects?

35. Did you call on owners to secure their help in making further sales?

36. Any outdoor advertising being done?

37. Is dealer following through on *Oil-O-Matic* user's "Home of Today" magazine?

38. Has dealer samples and prices of all of our direct-mail advertising helps? Is he using direct mail consistently?

39. Is dealer tying in with our national advertising through local newspaper copy?

40. Has he *Oil-O-Matic* signs on his trucks?

41. Did you endeavor to place dealer on larger discount basis?

42. Is dealer trying to sell burners without adequate number of burners in stock?

43. Is dealer trying to sell *Ice-O-Matics* without adequate stock on display?

44. Is the dealer making full use of retail payment plan?

45. Did you explain the details

of retail payment plan to him?

46. Is dealer under Class "A" on co-operative advertising plan?

47. What are his reasons for not taking advantage of the co-operative newspaper advertising?

48. Did he sell you on the idea of going away without an order? Or—

49. Did you sell him on the idea of needing more burners and *Ice-O-Matics*?

Every Phase Covered

TRACY-LOCKE-DAWSON, INC.
DALLAS, TEX., MAR. 27, 1929.

Editor of PRINTERS' INK:

Please accept my sincere thanks for your courtesy in sending me so much worth-while information dealing with advertising campaigns conducted by jobbers.

I hesitate to call on you so often but am led to do so because of the fact that you seem to have every phase of advertising and marketing information immediately available and it is only natural to call on those who know.

If, by any chance, I am ever able to favor you on any matter in this section of the country, I will appreciate it if you will call on me.

JAS. E. CLARK,
Director of Research.

H. L. Laney Joins White Rock Company

H. Leach Laney, formerly with *Corporation* and *Liberty*, and more recently, with *The Literary Digest*, has been appointed promotion manager of the White Rock Mineral Springs Company, New York.

Rush Hughes Joins United Advertising Agency

Rush Hughes, formerly studio manager of broadcasting station WABC, New York, has joined the United Advertising Agency, of that city, to take charge of its radio broadcasting department.

J. S. Williams Joins Street & Finney Agency

John S. Williams, formerly with the New York *Herald Tribune* and more recently, with the New York *Times*, has been appointed director of radio advertising of Street & Finney, advertising agency of that city.

National Better Business Bureau to Hold Annual Meeting

The fourth annual meeting of the National Better Business Bureau, Inc., will be held at its New York headquarters on May 7. Fifteen directors will be elected at this meeting.



Just What Does a Printing Plant Mean to You?

A mechanical organism grinding out endless reams of paper bearing so many impressions in text and picture—a soulless robot?

Where such impressions exist a visit to the Goldmann plant would cause a revolutionary change of view—for here one finds a very human organization looking on its machinery merely as a means for producing the brain-children conceived by its own staff or by its customers.

Instead of visualizing printing as so much paper, ink and presswork, in each piece we see a message *from* someone *to* someone—and we've had the same viewpoint for 53 years.

Isaac Goldmann Company
FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST
NEW YORK, N.Y.

TELEPHONE
WORTH 6080

Advertising "Book-Plates" Reach a High Artistic Level

More Thought, More Care, More Illustrative Genius Are Being Put into Those Small Devices Which Identify a Product and Individualize Its Campaign

By W. Livingston Larned

JUST as the owner of a fine library takes keen pride and pleasure in producing a book-plate distinctively his own which says to the world, "This volume is the property of John Smith, Esq.," in much the same manner manufacturers adopt symbols and decorative devices which not alone stamp the product as their own, but suggest the workmanship and the means of prideful identification which are connected with it.

Some of these are trade-marks, but most of them are not. Nor are they mere advertising symbols in the conventional sense. The advertising "book-plate" is an artistic gesture. It becomes an added feature, sometimes of high merit as to designing and the idea involved. It is a thing of beauty.

It is the official "crest" of the concern. There is an aristocracy of manner and method connected with it. The originals of these beautiful designs often hang in the offices of presidents.

In some instances, a concern sets out to visualize either the romance of its product or the traditions which surround the company. There is a spiritual quality involved, somewhat aside and apart from mere commercial exploitation. They are too involved for trade-marks and do not usurp trade-mark functions. So I

call them advertising "book-plates."

Twenty years ago, few manufacturers would have sought outlets for pride, for artistic atmosphere. It was the custom to deal either in humor or in the most obvious symbols, such as animals or trees, allegorical figures, already familiar to the public.

Today, someone in the organization has aspirations for a living epigram of the business which, if not always stamped on the product, is at least a vital part of the advertising. In a number of instances famous sculptors or painters have designed these "book-plates" of the industrial world. They are the result of intensive effort on the part of experienced minds and hands, and may be born of preliminary idea



This "Star of Modernity" Is a Familiar and Most Attractive Part of Astris Advertising

of hundreds of sketches.

One house was four years approving of such a mark and after using it for twelve months abandoned it for something better.

The majority of the designs are characterized by fine art techniques. Innumerable designs are of a descriptive order not always discovered, even in imaginative campaigns. They "tell a story" with graceful symbolism.

There hangs in the entrance hall of a Pennsylvania factory of international importance, a painting. It is of an eagle. And the canvas should be familiar to many, be-

The Boston Evening Transcript

Closes the 1st Quarter
of Its Centennial Year

with Substantial Gains in
Advertising
and in Circulation

Boston Evening Transcript

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

This SEAL of APPROVAL



IN MERCHANDISING the new product and in maintaining good-will for the old, the experiences of hundreds of representative manufacturers have shown that the Seal of Approval of Good Housekeeping Institute has tremendous value. The letter printed on the next page, from a leading manufacturer of washing machines, is a case in point. The salesmen of this company solicit hundreds of thousands of prospects year,

G O O D H O U S E
Everywoman's Magazine

CHICAGO

BOSTON

NEW YORK

your SELLING HELP

WE had discarded the use of it (the Good Housekeeping Seal of Approval) for the reason that we felt there were getting to be too many institutes and testing plants and that it no longer carried very much weight with the consumer. We felt that our name was carrying enough weight in the field so that it would stand alone without outside endorsement.

"We hadn't withdrawn the seals from the field many months before inquiries were made about it by dealers. We also had inquiries from our sales organization. These increased at a surprising rate. Dealers claimed that housewives were skeptical about buying a washer which had not received the Good Housekeeping Seal of Approval. Housewives asked our door-to-door salesmen why our machine did not carry the Good Housekeeping Approval.

"The result was that in a period of practically one year from the date they were discontinued they were put back into the field. We have been making use of the Seal ever since and we know that it has been a very important factor in helping a great many housewives decide on our machine."

year, so far as we could trace its use, there were marketed 1,232 pieces of household equipment displaying the Seal of Good Housekeeping Institute, while more than a billion packages of foods, toilet articles and druggists' supplies displayed its companion the Seal of Approval of Good Housekeeping Bureau of Foods, Sanitation and Health.

E K E E P I N G

magazine

DETROIT

SAN FRANCISCO



Such a Striking Design as This Major Reflector "Book-Plate" Adds a Touch of Distinctiveness to an Advertisement

cause, as a steel engraving and in color, from the original, it has long appeared in industrial advertising campaigns.

Five years ago, an eagle was found dead on the roof of one of the buildings. Nobody knew what had happened. A royal spirit of the skies had merely ceased to live and had plunged downward from above.

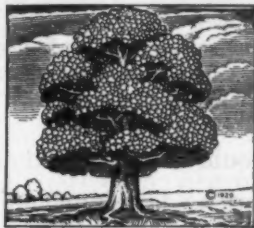
But to the chief of that great plant there was symbolism in the bird, alive or dead. Thrice since its existence the company had met with reverses and had almost passed out of the hands of its original owners. Eagle-hearted, it had raised from despond, finally to fly upward and onward to complete industrial success.

An artist modeled an eagle, just poised for flight from its nest, and this very beautiful symbol was made into a company device, a visual expression of its true spirit. It was undying. There have been numerous eagle "trade-marks," but none, to my knowledge, has been as fine as this, as significant. But it must be recalled that no hack artist put it into practical advertising form. A man whose own

ideals were high brought a dead eagle back to life, ready for flight from the nest.

The use of these advertising "book-plates" is particularly popular in the automotive industry. Advertisers in this field have designed some very pleasing trade-marks and symbols. Some of these are intended to represent such things as good workmanship, dependability, etc. Others are used merely as identification marks and emblems. The emblem that appears on the radiator of a car or on the hub cap is being used in a few instances. These car emblems, by the way, are becoming more and more attractive. The name of the car is being omitted frequently because it interferes with the beauty of the design.

Chrysler Motors recently copyrighted a drawing of an oak tree and this is now appearing in every Chrysler products advertisement. "Chrysler Motors, Standardized Quality," are the words appearing with this representation in some instances, as well as the following explanatory sentence: "All branches on the same tree; all growing out of the Chrysler root principle of standardized quality." A reproduction of this tree appears on this page.



This Artistic Symbol Appears in All Chrysler Motors Advertising

A number of other familiar "book-plates" are reproduced with this article. As you will notice, these are of high artistic merit; they add, in some instances, an exquisite

touch to the advertisements which they accompany. More and more of these are to be seen in the pages of business periodicals.

This past year has witnessed the important and not uninteresting development of entire pages given over to featuring these manufacturers' "book-plates," as wholly separate things from the advertising trade-marks. Designs appear in color, expensively conceived and carried out.

A few years ago, this writer was

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These Designs Are Vital Parts of the Advertisements in Which They Appear. They Symbolize the Companies and Their Products—Lynite Pistons, Fisher Bodies, Follansbee Steel and Plymouth and Graham-Paige Automobiles

present during an interview between a specialist in modeling and the head of one of the largest industrial units in the country. The company official wanted a living design to commemorate his business, to express its ideals and to mark and to identify it in all its transactions on paper with the public. There was no thought of a trade-mark in the older sense, because the institution boasted such a device which, long used, was admittedly a valuable asset. It would never be abandoned, despite the newer mark.

The official had difficulty putting his thoughts and his wants into words. It was an intangible subject. He only knew that he was devout in his appreciation of the founders of the company. He honestly believed the thing he manufactured was closely knit with American progress and happiness.

In an attempt to analyze his thoughts, I arrived at the conclusion that nothing, so far, either in his advertising or his trade-mark, etc., had quite put into visual form a species of reverence for the ideals of manufacture. And he was hungry for something expressive of just this.

All he did know was that it should take medallion form and would eventually be made of bronze, from which other repro-

ductions could be made, for stationery and inclusion in his national advertising.

At the expiration of a three-hour conference, the artist left with little or nothing of a tangible character on which to operate. The client simply could not describe what he desired. He was not gifted in that direction.

But the artist had sensed the theme. The main plant was situated upon a very high hill overlooking Pennsylvania valley country. It was in a grove of old pine trees. And from these two themes, a design was created with some of the attributes of the Rock of Gibraltar trade-mark, although in no degree as obvious.

Later I saw that original device, four feet high, in the same official's office. He was as proud of it as could be, and rightfully so. It is now a prominent feature in a national advertising campaign.

Industry has its idealism and it is often expressed in just such symbols as this.

Some years ago, a great manufacturing enterprise gave, in its hall at the plant, an entertainment, the factory workers making up the "bill." It was a place where things of iron and steel are made. Sentiment seemed entirely absent. Five hundred employees were present on this occasion, including the

As Often As Th



The old method required 30 minutes to load a hay rake. Modern farmers can do the job within 10 minutes. More than half the total valuation of farm machinery is in 13 of the 48 states—the 13 "Heart" States.

The modern farmer has more leisure time to go where he desires than the farmer who is not in a position to use modern equipment.

QUICK transportation has brought hundreds of thousands of families living on farms and in small towns within easy reach of the larger towns and cities recognized as shopping centers.

A family may now live on a farm or in a small town, fifteen or thirty miles out from Peoria, Illinois, and be as accessible to this established shopping center of 75,000 population as the suburban families of Chicago are accessible to the business and shopping district in the loop.

Successful Farm

MORE THAN ONE MILLION

The Meredith Publishing Company, Inc.

Branch Offices: NEW YORK CHICAGO ST. LOUIS KANSAS

They Please

QUICK transportation has broadened the shopping areas of large centers. The enormous sales volumes credited to all cities having 75,000 or less population, is due very largely to the increasing trade from rural people.

In the North Central 13 "Heart" States, practically half of the entire population (the potential market) is rural. To build sales for your dealers in the larger centers, it is necessary to reach farm people. Two-thirds of the rural half in the "Heart" States, is farm population.

Nowhere in the United States is farm trade as necessary as it is in the rich Agricultural "Heart" Section. And, here is found the highest cash farm income in America.

Farm people in the "Heart" States go to larger shopping centers as often as they please. They own nearly half of all the farm owned automobiles in the United States.

Successful Farming for April has more pages of editorials and more pages of advertising than there were in the same issue of 1928.

Your selling message in Successful Farming reaches more farm homes in the "Heart" Section than can be reached through any other magazine. When you advertise in Successful Farming you help America's agricultural leaders make up their minds to buy your products, and to buy them now.



Successful Farming

OVER 1,000,000 CIRCULATION
 Published by the Des Moines Register and Tribune Company, Des Moines, Iowa

KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO



Most Everyone Is Familiar with the Centaur Which Appears in Chase Brass Advertising

president of the company, who occupied an inconspicuous seat in the rear of the room.

One of the features was a symbol of the plant. A giant retort had been fashioned of painted cardboard and from this the Spirit of Invention was supposed to rise. The part was taken by the daughter of a steel puddler, a little girl of six. She had been dressed by her mother in flowing draperies and she danced prettily against a background set of laboratory instruments. The audience applauded. The president mused and rubbed his jaw and could not forget that elfin figure, long after he had gone to bed.

Youth had sprung from the scientific knowledge and research of the ages; the spirit of human progress, as symbolized in that fairy-like figure.

Eventually, that stage picture was made into a modeled device which was advertised and featured to the tune of \$100,000. Which only goes to show that industry has a heart, whether or not people are willing to admit it.

Another equally interesting thing took place in connection with a symbol-design, now used extensively in addition to a trade-mark

by a large Eastern manufacturer.

The son of a veteran manufacturer, the founder of the industry, was frankly and openly sentimental over this great institution which his father had brought to life in the olden days. The long-used trade-mark was a coldly unimportant symbol, formed of crossed bars of metal and a monogram. It possessed no heart, no real meaning, nothing of sympathetic idealism as related to the enterprise.

Late one afternoon, this son happened to be down in the foundry. By the bright light of molten metal he glimpsed a worker, a man well past fifty, who had been with the firm since he was sixteen years of age.

At once he was struck by the beauty of that silhouetted face and figure. In the lined face, in the sweaty body, in the ripples of muscle, and in the indomitable will of the features, he recognized a living symbol of an art which made skyscrapers possible and which entered into the life blood of a thousand manufactured articles, essential to human life and happiness and efficiency.

A sculptor made a study of the veteran, just as he was, in his work clothes, bare of breast and with face shiny from the sweat of labor. It was no ordinary face this, incidentally. It did not visualize the struggle of labor. It held much of the pride and the ambition of achievement. And when the piece was

completed, it was made into a glorious summary of the institution.

Such stories as this are heartening. And there are many similar human interest stories which might be told about the creation of other industrial "book-plates." Of course, the majority of them have no such romantic histories. They have been created for a definite purpose, as identification marks, not as symbols of the past or the future.



Briggs Body Advertising Carries This Very Appealing "Book-Plate"

LEADERSHIP



The Administration Edition *(Red Cover) is the parent edition of Chain Store Age. Features store equipment, real estate, financial and other advertising of interest to every type of chain organization. Circulation covers executives, buyers and other important headquarters and field "key men" in all chain store fields. Established five years ago—the FIRST chain store publication—it is today the acknowledged leader in editorial content, advertising volume and paid executive circulation.

*The Administration Edition is only one of the four Editions of Chain Store Age. The other three are: Grocery, General Merchandise and Druggist.

CHAIN STORE AGE

93 WORTH STREET

NEW YORK

Week-day claims come home to roost on Sunday

WHETHER you advertise on Sunday or not, there's much to be learned from Sunday newspaper circulation. Especially if your principal market is the home—the family conference circle.

And in no other city or trading area could the picture be more sharply drawn than in Boston...

Seven daily papers. Three carrying most of the advertising. All three with large daily circulations... On Sunday, in the Metropolitan district, one of these three loses a third of its week-day readers. Another loses nearly two-thirds. The remaining paper—the *Globe*—holds its week-day audience practically intact on Sunday.

This is one of the factors which have determined the advertising policy of those most intimately concerned with Boston's home market—the retail merchants of Boston. The local department stores, for instance, use 48% more advertising space in the *Globe*, for the week as a whole, than in any other newspaper.

HOME appeal isn't always built with circulation. The *Globe* has worked the other way 'round—home appeal first, then natural circulation increase.

Thirty-five years ago the *Globe* published the first "Woman's Page" in American journalism. This has become a Household Department with

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tens of thousands of constant readers.

The Globe prints more local and suburban news than any other Boston paper.

The Globe's sport pages are closely followed throughout New England and quoted throughout the country.

School news has always been most complete.

Financial and general news is carefully edited for Boston's substantial business men.

Religious news covers the activities of all denominations.

And the Globe is free from bias in the treatment of political news.

THE Boston shopping area is a rich market, ranking third in per capita income tax returns of the major American markets. Average family wealth is \$9000. We submit that the Globe reaches more of the worth-while homes, more consistently, than any other Boston newspaper.

All the facts are contained in the interesting booklet, "Boston—4th Market." The coupon will bring you a free copy.

The Boston Globe

BOSTON GLOBE, Department F-2

P. O. Box 189, Boston, Mass.

Please send me free copy of your booklet "Boston—4th Market."

Name.....

Street.....

City..... State.....

New York Legislates Against Concealed Dealer Advertising

Classified Managers Score in Fight to Eliminate "Stuffed Flat" and Other Advertising Which Disguises Dealers as Private Individuals

AFTER September 1, 1929, it will be illegal in New York State for any person or firm engaged as a dealer in merchandise to advertise in a manner contemplated to mislead any publisher or the public to the belief that the advertiser is a private individual and not a dealer. An amendment to the penal law, making such shady practices a misdemeanor, was made last week when Governor Roosevelt signed what was known as "the misleading advertising bill."

The enactment of this bill into law is a milestone in the fight which is being waged by the Association of Newspaper Classified Advertising Managers against a deceptive practice which is particularly prevalent in classified advertising. In spite of censorship exercised by individual newspapers, it has been impossible to protect readers from being imposed upon for the reason that advertisements are inserted by employees and relatives of the dealers. Actual home addresses are given so that detection of intent to deceive readers would be difficult.

These "homes" frequently are apartments maintained, often in the best residential sections, by house furnishing firms and occupied by people in their employ. Representing themselves as private individuals, these salespeople insert advertisements reading, for example, "Business man being transferred to a distant city, finds it necessary to dispose of contents of beautiful home." Those beguiled into answering the advertisement make their selections of "sacrifice" bargains; but the bargains themselves remain in the apartment, delivery being made from the house furnishing firm's stock.

This method of doing business is widespread and has long been the target of newspapers and Better

Business Bureaus in the cities in which it is being practiced. Known as the "stuffed flat" game, the practice has been taken up by jewelers and furriers. A typical example of activities in this direction is the appearance of advertisements in which it is stated that an actress, having met with reverses, is forced to dispose of her jewels or a mink coat, as the case may be. Dealers in used automobiles also have found misrepresentation of this kind profitable.

Classified advertising has had to bear the brunt of these deceptive schemes. The problem has long received the attention of the Association of Classified Advertising Managers, which mapped out a program of attack at its annual convention at Philadelphia in 1926. The question also was a major topic of discussion at the Detroit convention last year when the legislative committee announced its intention to remedy the situation by working for the passage of amendments to State penal laws.

The amendment to the New York State law is the result of diligent work on the part of A. J. Finneran, of the New York Times, who is president of the association. The bill was introduced in the Senate by Henry G. Schackno and had the support of the New York State Publishers Association and the newspaper publishers of New York City. H. L. Goldman, of the New York Sun, Felix Towle, of the Long Island City Star, and Mr. Finneran called upon Governor Roosevelt in order to acquaint him with the necessity for the legislation.

The amendment, which is now Section 421-a of the penal law, reads as follows:

§ 421-a. Advertisements. Any person, firm, corporation or association, or agent or employee thereof, hereinafter called person, who, being engaged in the

Apr.

business makes, late of causes, made, place any property or other in any vertiser from the ment it son is ferred f ment; such as newspaper tion as this sec lisher of or other represent -publishe of his t sacting than th then the ness is address sacted b advertise in such false sta such ite lisher of or other represent publishe of a sta causing or is off position forth, at agent, to is specifi tion to lation to statement items; is § 2. Tember f nine.

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business of dealing in any property, makes, publishes, disseminates, circulates or places before the public or causes, directly or indirectly to be made, published, disseminated, circulated or placed before the public, in this state, any advertisement respecting any such property, in any newspaper, magazine, or other publication, unless it is stated in any such advertisement that the advertiser is a dealer in such property or from the context of any such advertisement it plainly appears that such person is a dealer in such property so offered for sale in any such advertisement; or when placing or causing any such advertisement to appear in any newspaper, magazine or other publication as described in subdivision one of this section, if requested by the publisher of any such newspaper, magazine or other publication or any agent or representative thereof to file with such publisher, agent or representative thereof his true name, or where he is transacting business under a name other than the true name pursuant to law, then the name under which such business is transacted, and each business address wherein any business is transacted by him, in the class of property advertised or to be advertised for sale in such advertisement, shall make any false statement in relation to any of such items; or if requested by the publisher of any such newspaper, magazine or other publication or any agent or representative thereof to file with such publisher, agent or representative thereof a statement showing whether he is causing such advertisement to appear or is offering to make such sale or disposition or transaction, as herein set forth, as principal or agent, and if as agent, to set forth such information as is specified in this subdivision, in relation to his principal as well as in relation to himself, shall make any false statement in relation to any of such items; is guilty of a misdemeanor.

§ 2. This act shall take effect September first, nineteen hundred twenty-nine.

Pennsylvania is the only other State which has a law that specifically deals with the evils which the association seeks to eradicate. A number of cities have ordinances that seek to prevent a dealer from misrepresenting himself in his advertising. Among these cities are Detroit, St. Louis, Long Beach, Calif., Portland, Oreg., Seattle, Tulsa, San Francisco and Kansas City. Now that its efforts have met with success in New York, the association is encouraging its members to have similar legislation written into the statutes of their respective States.

A movement is under way to have a bill passed by the Rhode Island legislature. In Wisconsin,

Oscar H. Morris, manager of the Milwaukee Better Business Bureau, who is a member of the Senate, advises that he is working to have a measure enacted in his State. With reference to the situation in Milwaukee, he states: "Although we do not have the word 'dealer' in the Milwaukee ordinance, we have things arranged so that either one or two city inspectors or State inspectors check up on some of our classified advertising and we have put a stop to the 'stuffed flat' proposition."

Mr. Finneran points out that a particularly strong point of the New York amendment rests in the manner in which it is designed to help the publisher from being imposed upon. Not only does it make it a misdemeanor for the dealer to disguise his identity but it also makes it imperative that, on the request of the publisher, the person inserting an advertisement divulge the name and address of his or her principal.

"The Skyscraper" Becomes "Western Building Forum"

Western Building Forum is the new name of *The Skyscraper*, effective with the April issue. This journal is published in San Francisco.

Don Partridge, who has been associated with the Fenton Publishing Company for ten years, has joined the *Western Building Forum* as vice-president and general manager.

Rollin G. Koser, formerly with the Standard Oil Company of California, has been appointed advertising manager, and Tracy Moore, for the last four years with the Western Construction Catalog, Inc., has joined the advertising staff.

Hallett E. Cole, has been appointed to represent the publication at Los Angeles.

Earl Lines to Direct Kelvinator Advertising

Earl Lines, advertising manager of the Leonard Refrigerator Company, Grand Rapids, Mich., has also been appointed advertising manager of the Kelvinator Corporation, Detroit, which is affiliated with the Leonard Company.

Houston, Tex., Agency Joins Lynn Ellis Group

The Rein Company, Houston, Tex., advertising agency, has joined the Lynn Ellis Group of advertising agencies and will represent the group in that city.

New High Records

Average Net Paid Circulation

327,238
WEEKDAYS

440,142
SUNDAYS

Six months ending March 31, 1929.

A Gain of 24,873 on Weekdays

A Gain of 41,376 on Sundays

The New York Herald Tribune takes pride in announcing its average net paid circulation for the six months' period ending March 31, 1929, compared with the same period of

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a year ago. These figures represent not only the greatest circulation the New York Herald Tribune has ever had, but also *the greatest gains, both weekday and Sunday* since the consolidation of the New York Tribune and the New York Herald on March 19, 1924—a new high record attained solely on the merits of the newspaper, without the aid of premiums or circulation contests of any kind.

This addition of many thousands of new readers to the great, responsive circulation of the New York Herald Tribune adds another successful chapter to the history of steady, solid growth of this powerful metropolitan newspaper.

Advertisers buying space in the New York Herald Tribune are buying on a rising market.

NEW YORK Herald Tribune

SAN FRANCISCO
Verree & Conklin
681 Market Street

DETROIT
Woodward & Kelly
Fine Arts Building

NEW YORK
225 West 40th St.

CHICAGO
Woodward & Kelly
360 N. Michigan Avenue

BOSTON
Carroll Judson Swan
931 Park Square Bldg.

PHILADELPHIA
Kelly-Smith Company
Atlantic Building

I, Too, Want to Stay Unmerged

For Eight Years I've Been Paddling My Own Canoe and I Like It

By Carter D. Poland

President, Poland Soap Works

WHILE it happens that I am one of the few referred to by Mr. Monroe* who has not been approached with a merger suggestion, I have read his article and like it.

In regard to my business, I feel very much about it as Mr. Monroe feels about his own business. For fifteen years I sold the other fellow's soap and took his business seriously. When I felt competent, I established my own business as a competitor of my former employers. For eight years I have been sailing along, paddling my own canoe and I like it.

I have had a lot of trouble and I have had a lot of fun, too. This business is a child of my own brain and energy and I feel that it is a part of me and I am a part of it. There is not anything about the operation of it which I cannot do. I can make the soap and I can go out and sell it. I often do both. In other words, I know this business. Now, if some fellow would come along and pay me a price much in excess of its worth, I might sell out, but then what would I do with my time? I am not happy unless I am busy and I anticipate many years more of service.

I would not consider a merger and here's the reason. When I want advice I ask it. Then, if I consider it sound, I use it. If not, I disregard it. I have never been able gracefully to take orders and I do not believe I would be able to execute the other fellow's orders successfully unless they were my own convictions. There are a lot of business men who feel just as I do. They are not going to sell out, merge, or be put out of business.

* "Why Some of Us Want to Stay Unmerged," by J. R. Monroe, president, Monroe Calculating Machine Co., in the April 4, issue of *PRINTERS' INK*.

It has been my experience that when the big fellow was getting bigger and fatter with bigger sales, I was also getting mine. There have been many times when he was kicking when I did not have the least kick coming.

I am convinced that there are far too many independent manufacturers who are attempting to fight big business with the ammunition of the large concern by meeting price. This is one thing that the little fellow can't do. When I started it was with the firm conviction that I could make better products than my competitors and I have continued to make and sell those products at a higher price than my competitors are getting for their goods. I can compete on quality but I cannot compete on price.

Unquestionably, there can be considerably more individuality shown in an independent organization than in a merger. In thinking it over, there are very few of the large concerns where there is any individual who stands out in the public mind. Cases such as Henry Ford and Chrysler come to mind, but they are exceptional.

Our Views Have Changed

Mergers must be regarded as a distinct trend of the times in which many of the precepts of former years have been disregarded. I am capable of believing that if our views had not changed since the passage of the Sherman Anti-Trust Law and the Clayton Act, for all practical purposes, mergers would now be considered unlawful. The buying public believes that it is being benefited by these mergers through lower price of commodities, and so long as it feels that way, there will be no general condemnation. If the time should come when the masses feel that they are not being benefited, their



ARE DUCKS INCREASING?

The Game Refuge Bill has been signed by the President of the United States and is now a law. The Bill is designed for the purpose of protecting migratory wild fowl and fulfilling the obligations of this country to the Dominion of Canada under the Migratory Bird Law Treaty. Tony Lascelles, writing in the May issue of **FOREST AND STREAM**, says:

"The prohibiting of spring shooting, which has been in force internationally for some years, and the efforts at organized protection during the breeding season and until young birds are mature, leaves little doubt that there will be preserved for posterity a plentiful supply of waterfowl to grace the tables of future generations and to foster the spirit of sportsmanship and the love for the great outdoors."

Because **FOREST AND STREAM** is the leader in the great conservation movement which is now sweeping this country, more than one hundred thousand outdoorsmen read every issue.

FOREST AND STREAM
80 LAFAYETTE ST. NEW YORK CITY

Wm. Clayton

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 122 East 7th St., Los Angeles, Cal.



NEWSPAPER

RATES AND RADIO

YOU can't spend all the money in the world and so the Boone Man talks rates on radio and other things with the idea in mind of helping you get the most out of what you can spend.

Your distribution, his rates and coverage all have a connection, and that fact is uppermost in his mind. He doesn't quote you facts which you keep at your elbow—he shows you rather how to apply those facts in his markets.

You can figure out for yourself what that means to you by just considering the importance, in size and merchandising possibilities, of the ten major markets the Boone Man represents.

BASED ON

S E R V I C E

The sixteen newspapers and the highly trained organization standing behind him give every Boone Man the opportunity to be genuinely helpful to advertiser and agent alike.



CALL IN THE BOONE MAN

RODNEY E. BOONE

General Manager, National Advertising

CHICAGO
Hearst Bldg.

9 East 40th Street
NEW YORK CITY

DETROIT
General Motors Bldg.

BOSTON
5 Winthrop Square

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

Chicago American
Detroit Times
Baltimore News
Wisconsin News
Washington Times

Sunday

Boston Advertiser
Albany Times-Union
Rochester American

Detroit Times
Baltimore American
Syracuse American

ADVERTISING

attitude may be expected to change quickly.

I can think of one kind of merger that should offer particular advantages. The manufacturer making a commodity that is heavy or bulky and of relatively low value, with a good business built up in one section, could materially increase his business by manufacturing his products in factories so located that there would be a short haul on the finished product. Freight rates enter into this very considerably.

Such a merger would permit a concern which has been operated in a localized field to avail itself of national advertising. The products of a nationally known concern enjoy considerably more prestige and good-will than those which are not nationally advertised.

The effect of national advertising might be that the building up of business in new organizations would be slow but increased business would result in the territory where the advertiser has already become firmly entrenched.

At the present time, the chief reason given for mergers is that they will result in a lower selling price. Sooner or later this bait of lower price will lose its force and then some other selling idea will have to be employed. It seems to me that when that time comes the manufacturers are going to increase their advertising. I cannot think of any market that is already saturated. Every time I see a soap advertisement I am pleased because the more soap advertising there is, the more soap is going to be sold. We soap manufacturers are catering to the business already created as a means of selling in the present and hoping that our present efforts will result in further increased demand in the future.

This is a day of hand-to-mouth buying, which necessitates the use of warehousing with the accompanying increase in costs. I use several warehouses throughout the Southeast and it costs me more to deliver my goods in those warehouse cities than it does to secure my volume of general business, and I am not being paid for that added

service in the cities where the warehouses are located. It is safe to assume that the other fellow is not being paid either, but I must match him on service.

Another factor in this distribution cost is the apparent intention of the Interstate Commerce Commission to put all freight rates on a mileage basis. In recent years, the railroads have materially increased the minimum carload weight. Shipping into a warehouse in car loads and distributing from there in less than carload quantities certainly increases cost of distribution.

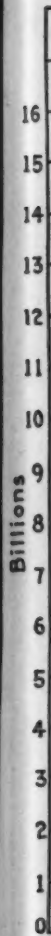
Now, in regard to selling, it is conceivable to me that these costs may be increased. I have no information to lead me to believe that it will ever be possible to develop a selling organization which can concentrate on selling several articles. Buyers are not so meek that they will listen to the intensive sales arguments in regard to several articles being sold by the same salesman.

I have tried to sell a general line of soaps to industries and institutions, starting with fifteen products. For several years I weeded out some and added others, trying to find products that my salesmen could sell in satisfactory volume. Today, I have six products in the line, two of which will be dropped as soon as the stock on hand is sold. I am taking this action because I cannot get my sales force successfully to sell the entire line. I am convinced that if I allow slow sellers to remain in the line, that sooner or later my salesmen will allow other products in the line to become inactive and concentrate on one or two. I think that any product in a line which is ignored by the salesmen is detrimental to the organization.

Florida Newspaper Appoints George B. David Company

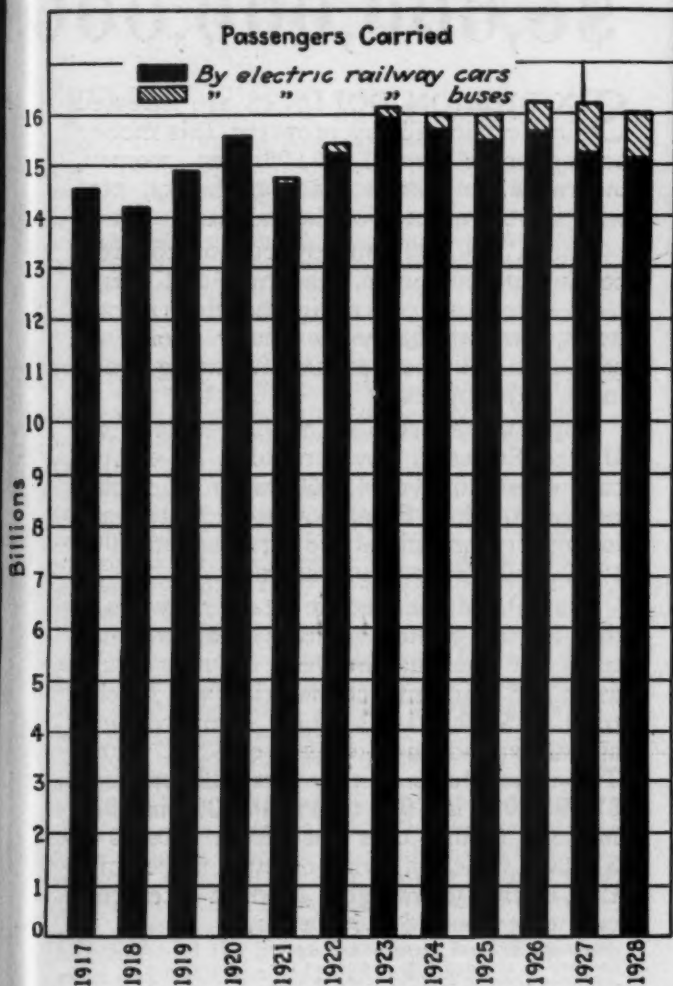
The George B. David Company, publishers' representative, New York, has been appointed national advertising representative of the Tallahassee, Fla., *Democrat*, recently purchased by Colonel Lloyd C. Griscom, president of the Huntover Press, New York.

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TOTAL passengers carried on electric railways and their bus subsidiaries in the United States. Compiled from U. S. Census figures for 1917 and 1922 and from American Electric Railway Association data for remaining years.

From Electric Railway Journal, Jan. 12, 1929.



THE electric street railways of the United States during 1928 carried more than eight times the population of the Earth. Every 20 days they carry more passengers than all the railroads of the United States carried during 1928.

\$6,000,000,000 Int

SIX BILLION DOLLARS are invested in electric railway property, this money having come from 1,300,000 men, women, insurance companies, savings banks, etc., who are the owners of the industry.

About 300,000 employees—motormen, conductors, shopmen, trackmen and executives—are busy operating the electric railways, and probably as many more are employed in industries manufacturing equipment and supplies.

Rapid transportation for the people of the United States is now provided by electric cars operated over 42,000 miles of electric railway tracks. Small towns and cities and farming communities are interconnected by 17,500 miles of interurban lines.

Budgets of the electric street railways of the United States indicate that expenditures for the current year on new equipment and maintenance materials will reach a total of \$229,500,000, which compares with actual expenditures in 1928 of \$225,730,000. The expenditures on new cars will soar from \$18,900,000 in 1928 to \$31,100,000 in 1929. Modern trolley cars cost from \$10,000 to \$18,000, which is twice or even three times that of five years ago. Modern interurban cars cost about \$25,000 each.

(From the Electric Railway Journal of January 12, 1929, and from reports of the American Electric Railway Association.)

0 Int for Car Cards!

THE AMOUNT of money invested in the electric railways of the United States (Six Billion Dollars) is undoubtedly many times greater than the money invested in all of the newspaper, magazine and poster plants in the United States.

Probably very few advertising men have ever thought of this tremendous investment that makes it possible for advertisers to place their cards before the 40,000,000 passengers in the Street Cars every day.

And at a cost that is exceedingly low compared to other advertising mediums.

As an example, the cost of one half page in the New York Evening Journal is the same as the daily cost of placing a car card in every Street Car of the United States.

Here's another example—the cost of one color page monthly in the Ladies' Home Journal, Pictorial Review and Woman's Home Companion is approximately the same as the monthly cost of placing a card in every Street Car of the United States.

And here's another example—30 pages during a year (four colors) in the Saturday Evening Post and Liberty cost approximately the same as the cost of placing a card in every Street Car of the United States for an entire year.

As a comparison with posters, the National Outdoor Bureau states: "You can keep your message before 48,573,300 people in 352 cities for thirty days at a cost of \$89,135.80." The Bureau did not state whether this was for a full showing, a half showing or less, but a full showing in the Street Cars of every city in the United States for an entire year, costs less than this poster showing for six months—and the Street Cars serve the 352 poster cities and 4,000 smaller cities and towns.

THERE are three great points to consider when preparing to invest in advertising on a large scale for mass products. These three points are—

1. Circulation (consumer contacts).
2. Assurance of length of contacts (time to read messages).
3. Cost.

We submit that on these three points, no other medium can even approximate Street Car advertising.

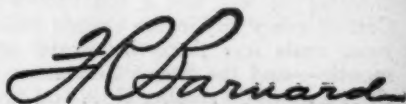
Federal Government figures show that an average of more than 40,000,000 riders use the Street Cars of the United States *every day*. Fifteen Billion passengers are carried yearly and these Billions ride *with* the car cards—not *past* them. Actually their average ride in the Street Cars is from twenty to thirty minutes on each trip.

The card in the Street Car is *always there* and it has an average of only 29 other car cards with which to compete. This unique lack of advertising competition adds very materially to the value of the advertising investment.

And if your products are mass products, they should surely find their most productive field of advertising in the "mass medium." With more than 40,000,000 consumer contacts daily, certainly Street Car advertising is the mass medium.

It is easier to visualize these car card contacts of more than 40,000,000 a day by thinking of them as 40 armies—each of a Million—riding with your messages *every day* and in the very places where your products may be had at nearly every corner. Most of these contacts are in the cities with the wage earners and their wives, sons and daughters. These are the very people from whom you receive your greatest revenue and from whom you are dependent for increased sales from year to year.

In advertising, if we can supply you with mass consumer contact through more than 40,000,000 riders daily in the Street Cars, *at a cost far below that of any other medium*, we are justified in saying that we have succeeded in saving you a considerable sum of money yearly for *dividends* and *reserves*.



National Advertising Manager,

STREET RAILWAYS ADVERTISING COMPANY

1929

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What's Around the Corner in Marketing?

Marketing Executives Talk Over Their Problems at Conference in Cincinnati

WHY is there a considerable floundering by retailers, wholesalers and manufacturers in their problems of distribution? The reason, as given to an audience of more than 200 marketing executives, is this: Changes in the demands of the consumer. These changes, they were told, have knocked out from under them many of the props on which those engaged in distribution have been depending for years.

The speaker was Oswald W. Knauth, vice-president of R. H. Macy & Company. His audience was the conference called by the American Management Association to discuss topics gathered under the suggested head of "What's Around the Corner in Marketing?" If a fairly definite idea is desired as to what is around the corner, it is Mr. Knauth's belief that this may largely be ascertained by a study of the wants of consumers. These wants he grouped into twelve classifications: Color, style, novelty, convenience, service, price, variety, individuality, time payments, reputations and small quantity.

Influence of price as a factor in changing consumer demand was reviewed somewhat in detail. "This is a subject," said Mr. Knauth, "which in view of its importance has been too much neglected. I think a safe generalization can be made that the past generation of consumers felt that it had to look for reasonable prices; where they could not bargain, they just kept looking. Today, in its normal run of purchases, the public takes the fairness of price for granted and only estimates whether or not the price asked is within the possibilities of its pocketbook."

Fixing a price on any article, however, is not selling it, it was pointed out, for the potential buyer has only the choice of taking the article or leaving it, and when he

leaves it there is no sale. The price charged must be more than a fair price, it must also be within the limit of the prospect's pocket-book. . . . It is this point which is not sufficiently studied and understood, said Mr. Knauth. He cited incidents to show how, within the ranges of a fair price, there are frequently the most astonishing differences in the rate of consumer demand at different price levels, even when these levels are not far apart.

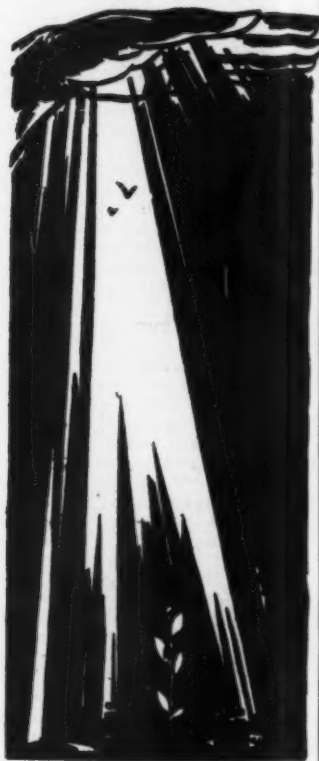
"One instance that comes to my mind," said Mr. Knauth, "is the change in price of an identical lamp from about \$8 to about \$7, through a more advantageous purchasing arrangement, which multiplied the sales of that lamp by five. Another case was that of a popular toaster which was similarly reduced from about \$5.50 to about \$5 with a resultant tripling of the rate of sales."

There are plenty of instances, Mr. Knauth cautioned, where sales are not increased at all by similar price reductions. The subject is a difficult one requiring constant experiments with a fair proportion of blunders, he said, but not to recognize it as a major problem is fatal.

The need of a spring house-cleaning in distribution was described in a talk by Gorton James, of the Department of Commerce, who reviewed some of the discoveries brought to light by the survey of wholesale distribution being conducted at Louisville. One of the major weaknesses discovered is that the salesman is not sufficiently interested in the profits of his company. If he were, it was stated, there would be more careful co-operation with his credit man.

Mr. James stressed the need of an overhauling of sales policies. One policy to which he referred in particular as an obvious breeder of waste is that of requiring the

BRINGING *to life*



The Erickson Company is now "at home" in its new offices in THE NEW YORK CENTRAL BUILDING, 230 Park Avenue, New York City.

The E R I C K

THE NEW YORK CENTRAL BUILDING

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THE FACTS

How still they lie—those bare and chilly facts—before their resurrection.

Can they be brought to life? Dance on the printed page? Sing out clear and true and strong so that millions shall hear and heed?

Imagination lays on them its electric touch. *Art* garbs them conspicuously, richly—sometimes, even fantastically—that many eyes in a great audience shall be focused upon them. Then *Business* marshals them, starts them off in the great advertising procession.

Now what!—Will they turn out to be competent emissaries—working to your advantage when they break ranks to mix with the multitude? Or prove mere *players* who can, at best, but entertain and divert?

That depends, in the long run, on whether or not the facts you have chosen to parade under your banner are *true facts* and *whole facts*,—in short, *facts*, not *fakes*.

The straight-thinking advertising agency recruits—and animates—no other kind.

CK SON Co.

230 PARK AVENUE ~ NEW YORK

W

HAT IS GOOD FOR BOTH
BUYER AND SELLER IS GOOD INDEED.

When window display advertising was in its infancy, it was proper to call in a number of producers and ask for ideas. Competition for space was not keen and almost any colorful display was acceptable to the retail trade.

Now that window space is more zealously regarded by the dealer and competition among the manufacturers keener, real knowledge of trade conditions and the sales potentialities of an idea calls for study, research and expert knowledge.

This type of service can not be rendered without the full cooperation which follows when a buyer places his business with one producer who in turn does not take business from a competing manufacturer.

We have spent our time in research and study of sales results rather than in selling. This attitude has brought us many accounts which we serve exclusively.

CARL PERCY
INCORPORATED
450 FOURTH AVENUE
NEW YORK CITY

retailer to stock full lines. This practice forces the retailer to carry non-productive or slow-movers along with profitable lines, thus clogging up his business and reducing his stock turn.

Godfrey Lebar, editor of *Chain Store Age*, discussed present trends as they may be expected to expand or limit chain store development. Factors favoring an increase in the numbers and sales of chains he summarized as follows:

1. The superiority of the chain-store system as compared with the inefficiency of a large proportion of existing independent stores.
2. The opportunity offered in the chain-store field.
3. The growing interest of the financial world in chain-store securities.

Opposing these influences, Mr. Lebar cited the following factors that may be regarded as limiting the outlook for chain store expansion:

1. The various efforts and plans to increase the efficiency and stability of the independent merchant.
2. The natural limitations of the chain-store system which make it less adaptable in certain fields than in others.

A fruitful cause of the wholesaler's difficulties, in the opinion of Alvin E. Dodd, assistant to the president, Sears, Roebuck & Company, has been the lack of important facts concerning conditions within and without his field of business. It would be unfair, Mr. Dodd said, to blame a wholesaler individually, or wholesalers at large, for this situation, but it may account in a great degree for the wholesaler finding himself in his present position. Among the points of information on which the wholesaler should always keep himself up to date, as listed by Mr. Dodd, are: True costs of every activity; knowledge of the movement of each kind of merchandise so that inventories may be reduced to a minimum; trends of the market as a guide to intelligent buying, and studies to eliminate the unprofitable as well as to cultivate intensively the customers and territory which are discovered to be worth while.

In conjunction with the conference there was held a round table

meeting for specific exchange of opinion and experience in the matter of marketing for resale. Tom Jones Meek, vice-president of the Hirsch Company and sales promotion manager of the Marshall-Wells Company, Milwaukee, presided. A summary of the topics which came up for consideration follows:

Should a manufacturer utilize the services of outside finance companies to finance dealers' installment sales of a high price, commodity? It was the advice of one conference member that this manufacturer would find finance companies ready to perform satisfactory service for him. Payments might be made either direct to the dealer or to the finance company in behalf of the dealer at the dealer's option. It was believed that the former method is preferable because of the closer contact it establishes between dealer and consumer for after-sale service. Another member, representing a large automobile company, reported that his organization was using the services of an outside finance company successfully.

Called upon to outline the resale program of his company, one member told how successfully its salesmen were combining the role of display men with that of selling. In addition to making sales, the staff puts in window, shelf and counter displays for the retailer. To get an assortment on the dealer's floor, the salesmen often buy from their own jobbers in town for cash and resell the goods to the retailer when making the display.

The experience of this company in the use of a novel sampling plan was also related. Under this plan, the company distributes to the consumer coupons with a value of 5 cents. When the dealer receives the coupon in trade, he can redeem it for 10 cents with the company. The extra nickel, it was claimed, is well spent in arousing more enthusiastic co-operation with the dealer.

Is it profitable to conduct a course of training for retail salesmen, bringing them to general headquarters for this purpose? In

answer to this question, a representative described the unsuccessful endeavor of his company. When the salesmen returned to their own organizations, it was stated, the general managers invariably tried to make them sell goods instead of using their services to train others to sell.

The problem of compensation seemed a prominent one in the minds of many delegates, but few offered to discuss the matter. The practice of one company was described as follows: The company cuts dealers' discounts to provide for a local supervisor who sells with the dealer's men and at the same time teaches them how to sell. Working out this policy in small towns proved quite a puzzle. Finally the manufacturer hit upon the plan of demanding that a dealer have a set-up for the men that would provide a bonus for all sales made in the house and a somewhat larger bonus for sales made outside the store. Under this arrangement, the plan is now working more effectively.

A plan that has resulted in increased retail sales was outlined by a delegate from a concern in the household electric specialty field. Accounts were established with department stores and electric light companies. The concern then sent out its own men to serve a rotating schedule of one day on the dealer's sales floor. The next day would be spent with the dealer's outside men in the field, a district sales manager directing them. In this way, it was explained, many leads were secured and followed up while the delegate concluded his description with the observation that the essence of the company's plan was home demonstrations, asserting that the manufacturer's efforts must go clear through to the consumer in order really to be effective.

A round table group on industrial selling was attended by about seventy-five executives of firms engaged in marketing industrial products. Fred B. Heitkamp, manager of sales promotion of The Cincinnati Milling Machine Company, presided.

In a discussion on how industrial selling is using the "return on investment" sales argument, it seemed to be the general opinion that in the main this type of argument is not being used to the best advantage. Mention was made of the "balance sheet method" of presenting facts to the prospective user of the equipment, setting up all the factors of expense, overhead, and obsolescence, against the returns available through the use of the product being offered.

On the topic of distribution tendencies in industrial marketing, the fact was brought out that the majority of firms represented sell their products through distributors rather than by means of direct factory representatives. A summary of opinions exchanged indicated that final cost, plus service rendered to consumers, determines the distributive method employed. In the face of rising cost of sales, plus more complex and technical products, it is felt that the dealer or agent must equip himself and his salesmen to meet the demand for more rigid technical knowledge of the products he handles. Unless the dealer is willing and capable of doing so, predictions were made that the manufacturer will be compelled to do the selling job himself.

The question of the engineering specialist's place in the picture today developed the fact that such sharp-shooters, whose job is to step in and with superior technical knowledge save the sale, are not being used to any great extent. This is because most organizations make engineering specialists out of their regular salesmen through the plan of securing young graduates from engineering and technical schools and giving them a thorough training in the product, preparatory to taking up sales work.

It was the consensus of opinion that all industrial advertising can be asked to do is to break down sales resistance by supplying information to prospective buyers, build up the idea of quality to win the respect of the buyer and justify the price of the article advertised and thus make an easy job for the salesman.

There's Gold in the Bronx— Dig It

By R. F. R. HUNTSMAN

"If you knew positively that any Manhattan newspaper or any Greater New York newspaper delivered over 150,000 of its daily circulation by carrier boys seven days in every week, year in and year out, wouldn't you consider that one newspaper absolutely necessary for your use?"

That is the very simple question I asked a National advertiser the other day.

It rather made him blink.

"It would take a lot of boys to do that job," he said. "Why, if each boy delivered 150 papers it would take 1,000 boys to do that.

"But," he continued, "that also would be swell circulation, because of course everyone knows that 'carrier delivered circulation' necessarily is 'home circulation,' whether it is in New York City or any other city or town. And, naturally, a paper delivered into the home means that such a paper is read.

"I imagine that the cost of home delivery in Greater New York is prohibitive," he said. "Sometimes I wonder how many New Yorkers read any papers in their homes. That is, actually *read* them—not skim over them on the way home. But if I could get 150,000 bona fide home circu-

lation that I *knew* was carrier delivered, I could count on 150,000 readers—and more.

"Such circulation as that in New York would be solid gold."

"Believe it or not," as Bob Ripley says in the "New York Evening Post," but this advertiser actually *did not know* that 754 Bronx Home News carriers were delivering over 150,000 copies of this newspaper directly into the homes of the Bronx and Upper Manhattan every night and Sunday morning.

Here he was, supposedly weighing with great care the daily mediums in the greatest market of the world, seeking to solve the problem uppermost in his mind, and utterly disregarding the one newspaper which is accomplishing the result he most desired—that of completely covering a definite portion of the New York market, and covering it with one newspaper.

The Bronx Home News has no competitor in this great "Market of a Million" because it does stand alone in the service it renders to its readers and to its advertisers.

R. F. R. Huntsman, Inc.

Woolworth Tower, N. Y.

National Representative

"The Home News"

First Two Months' Exports Set New Record

THE Secretary of Commerce, in his report on foreign commerce, issued April 1, stated that exports for the first two months of 1929 established a figure that has not been exceeded for any corresponding period since the war. Imports during January and February of this year also increased. However, the increase in imports was about 7 per cent, while the increase in exports, over 1928, was 20 per cent.

In actual figures, the exports of the United States, during the first two months of the year, not including the re-exports of foreign merchandise, totalled \$916,000,000. The first two months of the year usually represent considerably less than one-sixth of the total exports for the entire year. Therefore, if the remaining months show proportionate gains, the total for 1929 might approach or even exceed \$6,000,000,000. This would compare with \$5,128,000,000 in 1928.

The Secretary of Commerce points out that the most notable point, in connection with the remarkable gain in exports is that it was not at all due to abnormal conditions, such as exceptionally large exports of some crude product or exceptionally large advances in prices. Rather, the gain is traceable primarily to the immense exports of manufactured goods. Those products classed as "finished manufactures" accounted for a gain of \$109,000,000, out of the total increase of \$151,000,000. Exports of finished manufactures were valued at \$432,000,000 or over one-third more than during the corresponding two months of 1928.

Among these manufactured goods the item to show the largest gain is that of automobiles, trucks and other products of the automotive industry. These were reported to be valued at \$105,400,000, or at a rate of more than \$650,000,000 annually. During 1928, the annual total was \$500,000,000. Gains were also recorded, ranging from 30 to 50 per cent in such

major items of manufacture as electrical machinery, industrial machinery, advanced iron and steel products, and heavy steel mill products.

An important point brought out in the department's summary is that rapid as has been the general increase in this country's total exports since 1922, the rate has been checked considerably by the relatively stationary position of agricultural exports.

With regard to imports, it is explained that the value of imports during the first two months of 1929 was also exceptionally large. The import figure was the largest for the first two months of any year since 1920 with the exception of 1926, when the high total was due to the entirely abnormal inflation of the price of rubber. The gain for 1928 would have been considerably greater but for a further decline in the price of this same commodity.

Death of Charles E. Carpenter

Charles E. Carpenter, for many years president and general manager of E. F. Houghton & Company, Philadelphia, manufacturers of oil and leathers for industrial purposes, died at Miami Beach, Fla., on April 7. His work with the Houghton company, which he joined in 1880, included the editing of its house organ, "The Houghton Line," to which he contributed editorials on social, economic and religious subjects. His writings in this house organ attracted wide attention to his talents outside of manufacturing and as a result he was often called upon as a speaker and lecturer.

Mr. Houghton's writings also included the book, "Dollars and Sense," which he wrote as a reply to "Your Money's Worth" by Chase and Schlink.

In addition to his business interests, Mr. Houghton was also active in the political life of Philadelphia and in national Republican politics. He was a member of numerous organizations including the Poor Richard Club of Philadelphia. His death occurred in his sixty-seventh year.

Augusta, Ga., "Chronicle" Appointments

Jack D. Wise, who formerly conducted his own advertising business at Columbia, S. C., has been appointed advertising director of the Augusta, Ga., *Chronicle*. C. A. Wooten, who has been with the *Chronicle*, has been appointed advertising manager to succeed L. R. Duvall, resigned. Mr. Wooten formerly was with the *Augusta Herald*.



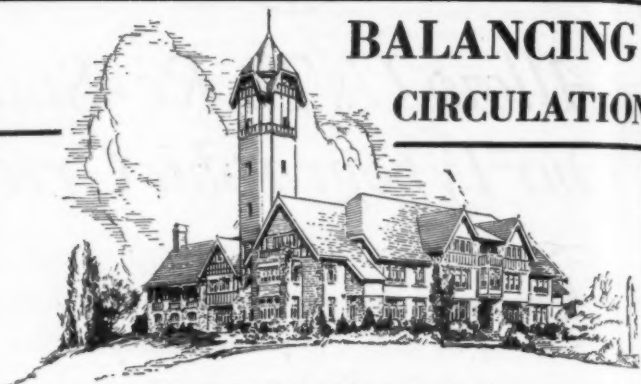
Allow Us To Re-State Our Typographic Creed

THIS is an international association with the resolute aim to create "typography that sets up an ideal"; to promote the profession of advertising and its brother crafts; to simplify and dignify business dealings; to protect against chicanery; to establish the highest gauge of character, skill and pioneering initiative in the advancement of our calling, both technically and artistically. Buy typography only from members of the Advertising Typographers of America whose names are listed below:

Members Advertising Typographers of America

<i>Boston</i>	<i>New York City</i>	
THE WOOD CLARKE PRESS THE BERKELEY PRESS	AD SERVICE CO. ADVERTISING AGENCIES' SERVICE CO. ADVERTISING-CRAFTSMEN, INC. (A-C) ADVERTISING TYPOGRAPH- ERS, INC.	ROYAL TYPOGRAPHERS, INC. SUPERIOR TYPOGRAPHY, INC. SUPREME AD SERVICE TRI-ARTS PRINTING CORP. TYPOGRAPHIC SERVICE CO. OF N. Y., INC. KURT H. VOLK, INC. WOODROW PRESS, INC.
<i>Chicago</i>		<i>Philadelphia</i>
ARKIN ADVERTISERS SERVICE BERTSCH & COOPER J. M. BUNDSCHO, INC. HAYES-LOCHNER HAROLD A. HOLMES, INC.	THE ADVERTYPE CO., INC. E. M. DIAMANT TYPOGRAPH- IC SERVICE FROST BROTHERS DAVID GILDEA & CO., INC. HELLER-EDWARDS TYPOG- RAPHY, INC. MONTAGUE LEE CO., INC. FREDERIC NELSON PHILLIPS, INC.	WILLENS, INC. PROGRESSIVE COMPOSITION Co. <i>Pittsburgh</i> EDWIN H. STUART, INC. <i>St. Louis</i> WARWICK TYPOGRAPHERS, INC. <i>Toronto</i> SWAN SERVICE
<i>Detroit</i>		
GEORGE WILLENS & CO.		
<i>Indianapolis</i>		
THE TYPOGRAPHIC SERVICE Co.		
<i>Los Angeles</i>		
TYPOGRAPHIC SERVICE CO.		

NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE, NEW YORK, N. Y.



Procter & Collier Building, Cincinnati

A CERTAIN manufacturer, concentrating on Cincinnati and its actual trading territory, reaches a maximum of prospects at a minimum of cost through The Post's OK circulation—another manufacturer whose products have general distribution throughout the rich Ohio Valley uses The Post's total circulation with equal economy.

The Procter & Collier Company (handling the above accounts), as well as many other of the nation's foremost advertising agencies, are using both plans in buying The Post circulation—matching their clients' sales plans with effective and economic coverage.

THE CINCINNATI POST

CHICAGO
DETROIT DALLAS
SAN FRANCISCO

NATIONAL ADVERTISING

250 Park Avenue

DEPART

New York

G

ON WITH SALES PLANS

THE OK MARKET IS CINCINNATI'S ACTUAL TRADING TERRITORY



Post circulation in the O K MARKET exceeds 161,000 —the greatest coverage of Cincinnati's actual trading territory at the lowest cost.

Post total circulation of 200,316 (A.B.C.) covering a wider spread territory of the rich Ohio Valley, is purchasable at a rate slightly higher than O K circulation.

Write The Post for details.

I Post



SCRIPPS-HOWARD

MEMBER
AUDIT
BUREAU OF
CIRCULATIONS

DEPARTMENT
New York City

LOS ANGELES
ATLANTA
PHILADELPHIA

Western Electric Advertises to Popularize Sound Pictures

The Company Advertises the Part Its Equipment Has Played in the Production of Sound Motion Pictures

By Thomas F. Walsh

IN a new advertising campaign just released in April publications, the case for sound motion pictures is being ably presented by the Western Electric Company. The significant fact about this campaign is that it is being sponsored by a manufacturer who merely supplies the sound producing equipment used by motion picture producers to make the finished product and the apparatus used in the theater to show it.

Released solely in the interest of sound pictures, its purpose is to popularize these pictures with the general public. At the same time, naturally, Western Electric cannot help telling its own story about the devices which play such an important part in the production and reproduction of sound pictures.

With the coming of the sound picture there was created a new art—and a new industry. Springing into the limelight almost overnight, this lusty infant among the arts gained a ready acceptance with the public at large—the patrons of the motion picture theaters.

There are objections to sound pictures, it is true. But it is also true that the public, as a whole, likes sound pictures and patronizes those houses which exhibit them. When it is considered that so much progress has been made in the comparatively short span of less than three years, it is all the more amazing that present results are as good as they are. Certainly the pictures exhibited today are far better than those shown two years ago. And they are better than those shown even six months ago.

For many years men have labored with the idea of endowing the motion picture with sound—with a voice. Experiment followed experiment. Some were

partially successful in their experiments, but no particular effort warranted the marketing of such a device.

It was not until a corps of scientists in the Bell Telephone laboratories had labored on the problem a long time that they finally evolved the first successful application of sound to the motion picture. Working in an atmosphere of pure scientific research, it was a fairly natural result that a successful application of sound to the motion picture should be evolved.

The sound motion picture devices, in so many words, are products of the telephone—merely another mode of transmission of the human voice. One might be more to the point in saying that sound pictures are *by-products* of the telephone. "By-product" fits the case more exactly.

Properly to begin the story about Western Electric's new advertising campaign on sound pictures, the history of the marketing of these devices just prior to the advertising campaign must be told first.

About three years ago, Western Electric felt that it had reached a point in its research where the devices which it had produced to make sound pictures were ready to be put on the market. Accordingly, overtures were made to the leading producers of motion pictures. The devices were demonstrated and thoroughly explained. But there was considerable resistance—almost indifference. The producers were rather chary about accepting such a revolutionary thing. They all recognized that it would be revolutionary—almost too revolutionary—and each hesitated to take the step. The concerted opinion seemed to be, "Let George do it."

There was one concern, however,

Apr. 11,

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which finally was willing to take such a step—possibly it saw a little more clearly than the others the myriad possibilities that were opened before it. That concern was Warner Bros.

Warner Bros. accordingly were licensed by Western Electric to record sound pictures under this process and gained the use of its methods of producing sound pictures. It might be explained here that Western Electric developed

then came the picture with its accompanying musical score. As a part of the evening's entertainment, in order to show the versatility of the medium, there were several short films featuring various stage and concert celebrities in action—all of them interpreted in sound.

In spite of the success of this film (it was a box office hit) the other large producers still remained silent. They were all acutely aware of what was going

SOUND PICTURES

..... a product of the Telephone



Western Electric,
working with producers
and exhibitors, has
made possible a new art
of entertainment.



**Yesterday's
dream is
today's fact . . .**

**More pictures with sound are
being shown than ever before.**
This new picture-making process
is now being shown in the
theaters of the world. It is
the only method of making
pictures with sound that
is practical and economical.

**More pictures with sound are
being shown than ever before.**
This new picture-making process
is now being shown in the
theaters of the world. It is
the only method of making
pictures with sound that
is practical and economical.



Western Electric
SOUND SYSTEM

The Initial Advertisement in the Western Electric Advertising Campaign to Popularize Sound Pictures. It Is Straight Selling on Sound Pictures, Addressed Principally to the General Public

two methods for producing sound pictures. One method involves the use of a disk record, much the same as a phonograph record, which reproduces sound that has been automatically synchronized with the picture. This method is the one which Warner Bros. selected. It was promptly given the trade name "Vitaphone" which characterizes all the sound pictures released by this concern.

The first sound picture made by Warner Bros. with their new equipment was "Don Juan," starring John Barrymore. This was released in the summer of 1926 and of course gained considerable mention because of its character. When it was shown, the picture was preceded by a monologue re-produced by the sound process,

on but obviously they wanted to see more developments.

A little more than six months later, William Fox became the next producer to investigate sound—and eventually he signed a contract for sound equipment. After testing both methods he preferred the other method which Western Electric had developed. This method records the sound directly on the film as the scene is being taken. The sound is recorded on a vocal sound track running the length of the film between the pictures and the perforations on one side. (It could be compared with the theory of the roll music as used on player pianos.)

When Fox had obtained his equipment and started producing he called his reproduction method

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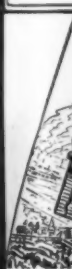
WHAT more conclusive evidence of the value of Farm Life Sectional Plan than this steadily increasing number of advertisers and agencies that use Farm Life on the sectional basis? More than one million national agricultural circulation of established quality—available either as a unit or in geographical sections divided on a sound economic and distribution basis. Get the facts.

FARM LIFE, SPENCER, IND
T. W. LeQuatte, Publisher

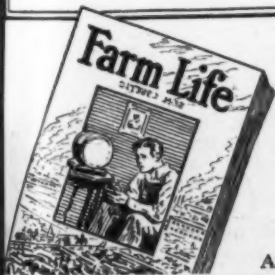
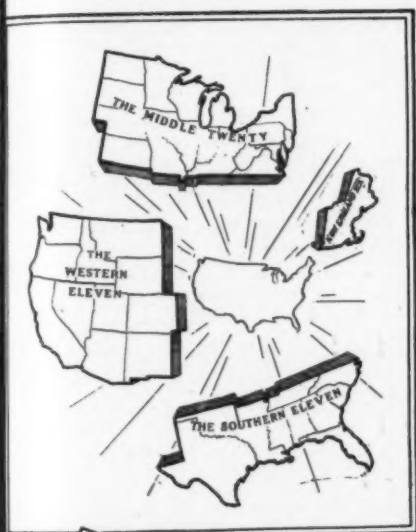
New York.....50 East 42nd Street
Chicago.....35 East Wacker Drive

Farm

MORE THAN 1,000,000 CIRCULATION—OBTAINABLE



January First
ADVERTISERS
 have adopted it ~



Life

AS A WHOLE OR IN SECTIONS

the "Movietone." All his productions are released and advertised today under that name.

The first major sound release in which there was spoken dialog was "The Jazz Singer," a Warner Bros. production. This picture had its premiere in 1927 and elicited as much interest, comment, and incidentally, box office receipts, as did the picture, "Don Juan."

Then, and not until then, did the other producers show any real interest in sound pictures. They suddenly started falling over one another in an effort to get on the band wagon. There was a merry, mad, scramble. They all wanted to start production on sound pictures at once. All wanted equipment at once. None wanted the other fellow to get the jump on him.

That is the history of these devices up to the inception of the Western Electric advertising campaign. The purposes of the campaign, as outlined below, explain why the company felt it necessary to advertise at this time.

Preliminary advertisements in this campaign started in the April issues of various national magazines and national localized business papers. The purposes of the campaign are, first, to popularize sound pictures with the public; second, to back up the producer who uses Western Electric equipment, and third, to sell the exhibitor (the motion picture theater owner) on Western Electric reproducing equipment and help those now using the equipment to realize on their investment.

The campaign in general mediums, while fulfilling these three functions, is primarily directed at the consumer—the theater patron. In the current advertisements, the public is given a complete picture of the history, purpose and status of sound motion pictures. In the copy, sound pictures are dramatized because the public loves its "moving pictures" and finds romance in them, but at the same time the company is making a serious effort to get the public to understand what the whole industry is trying to do.

Analyzing the copy appeal from

a typical double-page spread in one national medium, we find the left-hand page devoted to a statement regarding the history and the development of sound pictures. It reads:

Western Electric, working with producers and exhibitors, has made possible a new art of entertainment. . . .

Out of a half century's experience, engineers in the Bell Telephone laboratories developed for Western Electric the first successful system of sound pictures.

This system, which embraces both Vitaphone and Movietone, has been adopted as standard by the country's leading motion picture producers.

These producers, on their part, have had to create a new studio technique to introduce desired sounds into the picture and to keep undesired sounds out.

And exhibitors in more than two thousand theaters have shown characteristic eagerness to serve their public by equipping their houses with the Western Electric sound system. Science, art and business, working shoulder to shoulder, have accomplished it.

The copy on the second page is pure selling copy, setting forth the many advantages which sound pictures bring to the theater-goers. The copy follows:

YESTERDAY'S DREAM IS TODAY'S FACT . . .

Moving pictures with sound are here. This new, popular entertainment made possible by Western Electric is less than three years old, but already it has taken such strides as to make certain of continuing development and wide application.

Hear leading stars of motion pictures, opera, concert and stage in lifelike renderings when you see them on the screen.

Hear and see the world's greatest personalities as they talk from the screen.

Hear intelligent orchestral accompaniment to feature pictures—played from the screen.

Hear the actual roar of the airplane, the thunder of galloping hoofs, the scream of the locomotive's whistle.

What was yesterday's dream is today's fact. And tomorrow? Here is an art now in the early stages of its development which is revolutionizing the field of motion picture entertainment.

While the advertising is signed by Western Electric, it is a comprehensive statement that might well come from a producer for his own sound pictures. It is noteworthy copy because it does not claim that these productions are "the last word." Note the last sentence in the copy above. It admits

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The gate of the Needle's Eye

The south gate of an ancient walled city in Northern Africa opened on the Sahara. It was a gate so narrow that it had been named "The Needle's Eye;" only one laden camel at a time could pass through it and then with difficulty.

As the region grew more populous and trade expanded, the caravan traffic at the gate became greatly congested. Sometimes it took the whole of an afternoon to pass the waiting caravans into the desert.

Merchants saw the opportunity and, opening shops at the gate, set out wares and cried their merits. The caravaneers bought; the idlers and sightseers bought; the more progressive merchants prospered greatly . . .

The modern store is like this gate . . . it is the neck



of the sales bottle. It is the critical point in the march of merchandise from manufacturer to consumer, because it is the *point of sale*. Here, if anywhere, wares should be cried; this is the point where advertising emphasis is of maximum value and effect.

Window and counter cutouts by Rusling Wood place the advertising emphasis where it is most needed—at the *point of sale*. They employ the utmost in persuasiveness . . . they are conclusive enough to hasten the impulse to buy *now* . . . And Rusling Wood posters are on a level with their cutouts . . . they fulfill their purpose in the same efficient way.

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We've been of yeoman assistance to a good many Advertising Agencies. We find that we can work as smoothly with them as with the client direct.

RUSLING WOOD, INC.

218 WILLIAM STREET • NEW YORK

608 SOUTH DEARBORN STREET • CHICAGO, ILLINOIS

832 LITTLE BUILDING • BOSTON, MASSACHUSETTS

**MURAL
ADVERTISING**

RW

RUSLING WOOD Inc
218 WILLIAM ST.
NEW YORK

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that the industry is in the early stages of sound development and looks for greater achievements in the future.

The pictures in the advertisement are even more attention-compelling than the copy. These illustrate in dramatic fashion the radical changes that have taken place in the studios since the inception of sound—the technical exactness which is demanded in the synchronization, the control of sound volume, the technical phases of the art in the projection room of the theater, etc. In general, they acquaint the reader with the elaborate skill necessary to produce the completed article.

Practically all the business-papers in the field carry the company's message to exhibitors. With all the large producers now issuing sound pictures it has been necessary, of course, for exhibitors to install sound reproducing equipment. Western Electric advertising is directed to these exhibitors. Over the signature of the sales manager they are told of the current advertising program and are acquainted with all its particulars, so that, if they care to, they can tie up with it. For this purpose the company offers them enlarged copies of the first national advertisements so that these can be exhibited in the lobbies of their theaters. The company explains that it will mean a lot to the exhibitor for the public to know that he has installed Western Electric equipment since the copy appeal in many of the future advertisements will be on this very subject.

B. M. Seymour with Paramount Cab Corporation

B. M. Seymour, formerly New York manager of the General Motors Truck Company, has become national sales manager of the Paramount Cab Corporation, New York. He will have charge of all cab sales outside of New York City.

J. H. Caro Now Advertising Manager

Joseph H. Caro, for seven years with the advertising department of the Albert Pick-Barth Company, Inc., Chicago, hotel and institution supplies, has been appointed advertising manager.

Allied Laboratories Appoint McKee Agency

Allied Laboratories, Inc., Chicago, manufacturer of animal biologics, has appointed the Homer McKee Company, Inc., advertising agency of that city, to direct its advertising. Farm papers will be used.

Allied Laboratories is a new corporation formed through the merging of the following five firms: The Pittman Moore Company, Indianapolis; Royal Serum Company, Kansas City; Sioux City Serum Company, Sioux City, Ia.; Sioux Falls Serum Company, Sioux Falls, S. D., and the United Serum Company, of Wichita, Kan. The production of each plant will be marketed under its own label as before.

New Accounts for Wood, Putnam & Wood

Ward Fisheries, Inc., Boston, and Dad's Cookie Company, Somerville, Mass., have placed their advertising accounts with the Wood, Putnam & Wood Company, Boston advertising agency. Dad's Cookie Company is planning a newspaper campaign on a specialty called Dad's Wee Bonnie Wafers.

H. T. Armer with Milwaukee Agency

H. T. Armer, formerly director of art and copy production with the Millis Advertising Company, Indianapolis, has joined Neisser-Meyerhoff, Inc., Milwaukee advertising agency, as a member of its copy and planning department. He was at one time with the Campbell-Ewald Company, Detroit.

J. J. Lewis Joins Schneider Press

James J. Lewis, formerly advertising manager of The Great Atlantic and Pacific Tea Company, Inc., Jersey City, N. J., has been appointed vice-president and general sales manager of the Schneider Press, Inc., New York, printer and lithographer.

Pacific Northwest Newspaper Campaign for Electric Heater

A Pacific Northwest regional newspaper campaign will soon be started by the Red Spot Electric Company, Inc., Tacoma, Wash., on its new electric heater. The campaign will be directed by the W. V. Mackay Company, Seattle, Wash., advertising agency.

Death of Mortimer Remington

Major Mortimer Remington died recently at Montclair, N. J., at the age of sixty-two. He had been active in the advertising business, as a member of the New York staff of the J. Walter Thompson Company, up to fifteen years ago.

Maker of Finished Article Capitalizes Basic Product Advertising

How the Manufacturer of Yank Junior Play Suits Is Advertising Pepperell Fabrics

By Oscar DeCamp

ADVERTISING pours upon the ultimate consumer with double strength—often with multiple strength—when the product itself has a good name and has embodied in it other products or accessories that also have good names. A well-advertised car with Timken axles and bearings carries with it not one but two or three unwritten guarantees of satisfaction. An overshoe with a Talon Fastener, a wardrobe trunk with du Pont Fabrikoid, furniture upholstered with Ca-Vel velvet, are other examples of what I mean. Recently, as here recorded, is the example of the Reliance Manufacturing Company featuring the fact that its Yank Junior and Honor Bright play suits are made of "Genuine Pepperell Fabric."

It is interesting to note how the company making the finished article, such as the Reliance Manufacturing Company, capitalizes in its advertising the name and reputation of the company making the basic material, in this instance the Pepperell Manufacturing Company.

Yank Junior and Honor Bright are two lines of children's play suits recently brought out by the Reliance company, which are now being advertised by it. Every Reliance garment has sewed to its lining a cloth label reading, "A Reliance Product. Yank Junior [or Honor Bright, as the case may be.] Genuine Pepperell Fabric."

In the pocket of every Reliance play suit is inserted a four-page folder which, in addition to describ-

ing the advantages of Yank Junior and Honor Bright Play Suits, tells of the reputation of the Pepperell company and the quality and fame of the Pepperell fabrics of which the play suits are made. Not only

PEPPERELL *Makes the Cloth* WE make the Garment *You* make PROFIT



These Sales Help
FREE



"Thousands of dealers have learned the advantage of handling Yank Jr. Play Suits. These suits of world-famous children's garments have given the Reliance organization worldwide reputation in selling and advertising play suits. Yank Jr. Play Suits are absolutely first word in modish and appearance. Third, then how you can increase your gross net sales with the PEPPERELL fabric, shown in the Yank Jr. Label.

Long comes in the combined value of a play suit

and mothers know how much longer PEPPERELL fabric comes from their experience with PEPPERELL fabric suits and shirts. They know how well PEPPERELL fabric holds after being washed.

The sales of these two suits on a play suit label is of greater returns to you than anything else listed in this season's play suit organizations. It was with a host of new customers—and new profits—the play suit, which you could not afford to ignore again.

THE YANK JUNIOR—PEPPERELL LABEL appears on a line of garments including those illustrated below

RELIANCE MANUFACTURING COMPANY
101 WEST MADISON STREET
CHICAGO, ILLINOIS



This Is an Inside Page of the Reliance Broadside in Which Pepperell Cloth Is Featured

that, but the folder contains a reproduction of one of the Pepperell factories. This little folder carries through to the ultimate consumer.

Shortly to be mailed to 75,000 dealer-customers of the Reliance company is a broadside, an inside page of which is here illustrated. On another of its pages the dealer is told that "The known quality of Pepperell fabrics is a tremendous advantage to you as a retailer of Yank Junior."

After describing in detail its line of Yank Junior Play Suits, the company says:

Leadership!

During the first three months of 1929 more than 55% of the total advertising space published in the four national Hardware papers appeared in
HARDWARE AGE

Advertisers used
922
Pages in
HARDWARE AGE

Only
747 pages in
all other National
Hardware Papers
Combined

Each year advertisers invest more advertising dollars in Hardware Age than in all other national hardware papers combined—plus a substantial margin.

"A U-B-P Publication"

HARDWARE AGE

239 West 39th Street

New York City

Long wear is the cardinal virtue of a play suit and mothers know how much longer PEPPERELL fabric wears from their experience with PEPPERELL pillow cases and sheets. They know how well PEPPERELL fabrics look after being washed.

The union of these two names on a play suit label is of greater concern to you than anything else listed in this season's play suit announcements. It can mean a host of new customers—and new profits—for your store, which you could not obtain by any other means.

One of the very interesting features of this example is the statement by the Pepperell Manufacturing Company that "we have never done a line of advertising on any of these fabrics. Our advertising to the consumer is more or less concentrated on Lady Pepperell sheets and pillow cases. Through the capitalizing of the Pepperell name, however, the manufacturer of work clothes and other garments is realizing the standing which the Pepperell name has in the minds of the consumer, and is not only willing but eager to make use of our name."

The fact that the Pepperell company has concentrated its consumer advertising on Lady Pepperell sheets and pillow cases and that this advertising, which began in February, 1926, has created prestige for the name Pepperell in addition to selling sheets and pillow cases, is one of the points which makes the incident here mentioned of special interest.

W. S. Etheridge with Rock Island Mfg. Company

William S. Etheridge has been appointed general sales manager of the Rock Island Manufacturing Company, Rock Island, Ill. He formerly was general sales manager of the Hamilton-Beach Manufacturing Company, Racine, Wis., and sales manager of the electric division of the American Flyer Manufacturing Company, Chicago.

Sanitation System Account to Buffalo Agency

Wilson Sanitation, Inc., which has been organized at Buffalo, N. Y., for the manufacture of sanitation systems for summer colonies, camps and unsewered areas, has placed its advertising account with the J. Jay Fuller Advertising Agency, Inc., of that city. Periodicals and direct mail will be used.

Now Lamport, Fox and Company

The corporate name of the Lamport, MacDonald Company, South Bend, Ind., advertising agency, has been changed to Lamport, Fox and Company. Officers of the new corporation are W. K. Lamport, president; H. W. Fox and C. F. Frell, vice-presidents and I. S. Dolk, secretary and treasurer. As previously reported, C. A. MacDonald is now with the MacDonald-Cook Company, which has been organized as an advertising business at South Bend.

H. L. Van Praag, President, Kayser Company

H. L. Van Praag, for the last ten years vice-president and sales manager of Julius Kayser & Company, New York, silk hosiery, gloves, etc., has been elected president of that organization. He succeeds the late Edwin S. Bayer.

Mr. Van Praag has been with the Kayser company since 1896. He has been a member of the board of directors for the last fifteen years.

Eureka Vacuum Cleaner Reports Sales and Profits

The report of the Eureka Vacuum Cleaner Company, Detroit, for the year ended December 31, 1928, shows that net sales amounted to \$10,099,713, compared with \$12,780,161 for 1927. Net income for 1928, after charges and Federal taxes, was \$867,727, against \$1,806,198 for 1927, while cost of sales, including depreciation and charges, was \$8,871,982 in 1928, and \$10,551,345 in 1927.

H. C. Bursley Joins Niagara Lithograph Company

H. C. Bursley, formerly advertising manager of the Murphy Varnish Company, Newark, N. J., and, more recently, with the trade sales division of Valentine & Company, New York, has been appointed manager of the research and service department of the Niagara Lithograph Company, New York.

Dodge Barnum with White Sewing Machine Company

Dodge Barnum, formerly with the printing department of the Federal Reserve Bank of Cleveland, has joined the advertising department of the White Sewing Machine Company, also of Cleveland.

C. D. Reach Starts Own Business

Charles D. Reach, for the last five years in charge of advertising for the DeCozen Motor Company, Newark, N. J., has started an advertising business under his own name at that city.

In the Better Homes of the Bigger Towns



ORGANIZED QUALITY

Boys are faddists—quick to grasp a new idea and loyal to their judgments. Boy Scout leaders have succeeded, where many parents have failed, in showing boys good fads, beneficial habits. The Boy Scout Troop is Organized Quality, for a boy must have quality to keep abreast of the requirements.

- BOYS' LIFE -

Advertising in *Boys' Life* reaches the boy in his own publication, and 56% of its circulation is in cities and towns of over 10,000 population. It is an Organized Quality market for the advertiser of quality products.

- BOYS' LIFE -

Boys' Life, with 200,000 paid circulation, is the official publication of the Boy Scouts of America, but is subscribed to, separately from dues, at 20 cents the copy, \$2.00 the year.

In the Better Homes of the Bigger Towns

BOYS' LIFE

2 Park Avenue—New York City

BOSTON
Old South Bldg.

CHICAGO
37 So. Wabash Ave.

LOS ANGELES
Blanchard-Nichols-Coleman

Market Master

COLOR space in The American Weekly sells at the *lowest* price ever charged per circulation-thousand—at a Scotch profit over black and white rates.

Its editorial expense, divided into a 5,600,000 edition, is so infinitesimal that arithmetic has *no* fractions *small* enough to signify *per-copy* cost.

The American Weekly is sold *entirely* through *newsdealers*; which frees the lineage rate from subscriptions and clubbing discounts, mailing list upkeep, and the heavy solicitation, promotion and postage outlays of *competitive* periodicals.

Its payroll *isn't* loaded with letter-dictators and regiments of stenographers, urging "dear reader" to renew in time, and "save a third of his magazine money" under this or that combination or instalment payment plan.

The American Weekly can't even furnish "dear reader's" *name*. It doesn't *know* the gentleman.

It ships over 5,600,000 copies every week into Uncle Sam's ready-money belt—to dispose themselves on the merit of popular appeal and at *ten cents* each.

American Weekly circulation stands on its content *quality*—and that stands *so high* in public esteem that the *next* largest publication *anywhere* is just about *half* as big.

Double as many people buy The American Weekly than buy *any other* medium—because it *suits* 'em *twice* as well. Q.E.D.

The American Weekly sells circulation without inducement or wheedle trimmings—*straight* circulation—*productive* circulation—*voluntary* circulation. Nobody reads The American Weekly who doesn't like it a *full ten cents'* worth.

Nobody reads The American Weekly where there aren't retailers immediately at hand to provide the merchandise it offers.

Its marketing power is concentrated in Highwagedom and Crowdopolis. Its circulation is produced without waste, and there are *no waste elements* in its circulation.

Its space users contact with twenty-five million prospects whose shops and department stores absorb the *bulk* of national output in wearing apparel and cosmetics, silk stockings, and druggist's sun-

dries, canned goods and packaged foods, soaps and automobiles, cigarettes and radio sets, talking machines and tires, manicure specialties, shampoos, confectionery and household conveniences, hair restorers—or "what have you?"

Average incomes and collective wealths in American Weekly domain exceed the *salaries* paid and the *cash* banked in all the *rest* of the United States—*two-to-one*.

Consequently, American Weekly circulation *jingles* with *spending money* and *tingles* with *steady consumption*.

Not smattered at random from Here to Hell-and-back, but delivered in *resistless* pressure—through *carload*-quantity and *repeat-order* territory—with all the *economies* of *mass production* and *unsquandered energy*; the fastest growing and the most *potent* influence at the service of American Trade.

A *giant* working for *less* than a *pigmy's* pittance.

\$16,000 per color page. Which sounds like an *awful* lot—until you calculate what you *get* for it, and realize that the rate works to one-third of a penny per family.

Cock-A-Doodle Doings



The April 7th edition of The American Weekly carried the largest volume of business ever published in a single issue in its history.

More color pages and more black and white lineage than ever before.

Over a quarter million dollars advertising revenue in one issue. Over eight times its total advertising volume for the *entire* year 1916.

THE AMERICAN Greatest Circulation in the World A WEEKLY

Main Office: 9 East 40th Street, New York City

BRANCH OFFICES:

Wrigley Bldg.
Chicago

5 Winthrop Square
Boston

753 Bonnie Brae
Los Angeles

101 Marietta Street
Atlanta

222 Monadnock Bldg.
San Francisco

1138 Hanna Bldg.
Cleveland

12-231 General Motors Bldg.
Detroit



Photo Ewing Galloway

ONCE more the gleaming sands, the Boardwalk, June and the annual Convention of the National Electric Light Association in Atlantic City. . . .

Here in one crowded week the executives and engineers of the electric light and power companies of the country come to discuss their common problems. They come to view the exhibits of manufacturers who sell to this \$854,000,000 market . . . (electric light and power companies will spend this much money in 1929 for new construction and equipment).

From the manufacturer's point of view this is a period when contacts are searched for.

And in this search the "N. E. L. A. Convention" number of *Electrical World*, published May 25th, leads off.

A week before the Convention opens, the delegates (the men you hope to contact through your exhibit) get the Convention keynote from this issue—opportunity No. 1 for contact.

Then the Convention exhibit—opportunity No. 2.

Then the "Convention Report" number, published June 8th, the day after the Convention closes—opportunity No. 3 for contact.

Whether or not you exhibit, may we suggest an early reservation of advertising space in these two important issues?

ELECTRICAL WORLD

a McGraw-Hill publication, Tenth Avenue at 36th Street, New York City

Member of the ABC and ABP

When You Feel Price-Cutting Has Gone Too Far

The Sort of Letter It Is Legally Permissible to Send to the Trade Informing Distributors That Ruinous Price Rivalry Must Stop

THE Reading Iron Company, like certain manufacturers of such items as toilet soaps, cereals, dentifrices, etc., has been troubled by price-cutting among its distributors. For some time, in fact, the company felt the situation to be intolerable. It realized that the situation would scarcely improve of itself, but refrained from taking any action because it was not certain of its legal rights.

Surely this is a common situation. The line that separates what is legal and what is illegal, in this country, in the way of what manufacturers may do to compel distributors to maintain prices doesn't merely waver—it actually swings in a wide arc from one extreme to another with each court decision. It is not to be wondered, then, that manufacturers are so loath to take definite steps to restrain price-cutting among distributors even though specific action seems to be imperative.

Eventually, however, there comes a time when hesitation may no longer be countenanced. At such times it is helpful to know what other companies have done, with advice of counsel. For this reason, a study of action recently taken by the Reading Iron Company to call a halt to ruinous price competition among its distributors may be of timely interest.

Because of the difference in the cost of iron and steel pipe, it is necessary for the manufacturer of iron pipe to do missionary work among architects, engineers, and other specification men. The object of this missionary work is to induce these men to specify wrought iron in preference to other ferrous metals.

Having secured specifications, the Reading company's missionary men must then interview contractors and, if possible, secure an order from the contractor for the material that they have succeeded

in getting specified. These orders are usually in less than carload lots and consequently the company must have distributing centers in each district. For this reason, jobbers have been appointed. It will be observed, however, that these jobbers are really distributors rather than sales factors—the company does most of the selling.

In their desire to compete with each other, the jobbers have whittled prices down to such an extent that they no longer make a profit. As a consequence, they have brought pressure to bear upon the manufacturer to reduce prices to them.

According to P. N. Guthrie, Jr., vice-president of the Reading Iron Company, "the situation has resulted in jeopardy to the credit situation, and in the carrying of incomplete stocks on the part of the jobbers, due to the unsatisfactory and uncertain turnover. It has occasioned additional costs to the customer in view of the wide fluctuations to be noted in the jobbers' resale prices.

"The situation had become intolerable and we had refrained from insisting upon a maintained price only because we were not certain as to our legal rights. We now feel, having consulted counsel, that where there is no co-operation between manufacturers or between distributors, or between manufacturer and distributor, it is quite permissible for a manufacturer to control his resale prices, and we have, therefore, taken a firm stand."

The firm stand to which Mr. Guthrie refers takes the form of a letter which was mailed to all of the company's distributors on March 1. The letter follows in full:

It is a universally recognized fact that price-cutting is an economic evil which has proved to be seriously injurious in many lines of industry. It

has been conspicuously injurious in the pipe industry. A distributor who makes it a practice to sell well-known merchandise at prices which do not yield him a proper profit, is one who in the long run will be a detriment and not a benefit to the manufacturer and likewise to the distributors who conduct their business on businesslike principles. Such practices disorganize and demoralize the business not only of the manufacturer, but also of his other distributors. Persistence in such a practice often leaves a manufacturer without adequate means of a proper distribution of his products in the locality where such a price-cutter operates.

In the final analysis, as a result of such demoralization, the consumer himself is injured.

The Reading Iron Company, after a full and careful study of this disturbing situation, has reached the definite determination that to the full extent permitted by law, it will not allow the just popularity which its products have gained, to be used by price-cutters for their own selfish purposes.

Accordingly, the Reading Iron Company hereby announces its policy, effective forthwith, with respect to the resale prices of Reading Genuine Puddled Wrought Iron Pipe that it will refuse to make further sales of Reading Genuine Puddled Wrought Iron Pipe to any distributor who shall fail to observe the minimum resale prices suggested by it in the enclosed price card No. P-79-RS.

In order to make clear our legal right to declare and enforce this policy, we quote on advice of Counsel, from a decision of the United States Supreme Court which decided that a manufacturer:

"May withhold his goods from those who will not sell them at the prices which he fixes for their resale."

We call your particular attention to the fact that the law does not permit us to accept from you any assurances or promises that you will conform with the suggested minimum resale prices, this notice being merely a notification of our determination to enforce the policy herein stated.

It is the company's policy to enforce this resale policy. It realizes that it will probably take quite some time to have it thoroughly digested by distributors, but the company expects that before the end of this year the policy will be in full force.

Form The New Britain-Gridley Machine Company

The automatic machine business of The New Britain Machine Company, New Britain, Conn., has been consolidated with that of the Gridley Machine Company, Hartford, Conn. The consolidated company will be known as The New Britain-Gridley Machine Company, with headquarters at New Britain.

Maytag Company Reports Net Sales and Profits

The report of The Maytag Company, Newton, Iowa, for the year ended December 31, 1928, shows net sales to be \$22,527,306. Cost of sales and expenses were \$16,767,960, leaving an operating profit of \$5,759,345. Net profit, after depreciation and income taxes, was reported to be \$5,336,710. Trade-mark, good-will, etc., were listed under assets at a nominal value of one dollar.

E. R. Redmond to Direct Gannett Financial Bureau

A bureau to handle all financial advertising for the Gannett Newspapers has been organized with headquarters at Brooklyn, N. Y. Edward R. Redmond, formerly manager of the financial department of the Brooklyn Times, will direct the activities of the new organization.

Lois B. Hunter to Join Hahn Department Stores

Mrs. Lois B. Hunter, formerly advertising manager and then sales promotion manager of Himelhoch Brothers & Company, Detroit, on May 1 will join the sales promotion staff of the Hahn Department Stores, Inc., New York.

Tea Bag Account to Nelson, Duncan & Harlow

The Tea Company of America, Boston, manufacturer of Chang Stirring Tea Bags, has appointed Nelson, Duncan & Harlow, Boston advertising agency, to direct its advertising account. Newspapers and direct mail are being used.

S. A. Jones Starts Own Business

Spencer A. Jones, formerly assistant sales manager and advertising consultant of the American Wholesale Corporation, Baltimore, has started an advertising business under his own name at that city.

W. F. Jones with "Successful Farming"

W. F. Jones, formerly with the advertising department of *The Nebraska Farmer*, Lincoln, Nebr., has joined the Meredith Publishing Company, Des Moines, as a member of the advertising staff of *Successful Farming*.

Simmons-Boardman Purchases "House Furnishing Review"

The *House Furnishing Review* has been purchased by the Simmons-Boardman Publishing Company, New York.

2nd
in the
New York
Evening
Field

*** 351,389**

a gain of

55,744

or 18.8% over the previous six months period

Based on report to Government for six months ending March 31, 1929,
and September 30, 1928.

A greater gain in circulation than
the *combined* gains of all other
New York evening newspapers.
And in advertising—the Graphic shows a
percentage of advertising gain not only
greater than any other New York news-
paper—but *greater than all other New York*
evening newspapers combined for this period,
as against the same period last year.

New York

Evening Graphic

350 Hudson Street Phone Canal 1000

New York's only Evening Tabloid

*This circulation is equivalent to the total increase in New York's family population
in the last ten years. Without this circulation any evening newspaper appropriation
is still limited to the 1919 market—*investigate!*

Bad News for the Testimonial Racketeer

ST. LOUIS
APRIL 2, 1929

Editor of PRINTERS' INK:

The article by Roy Dickinson in the March 28th issue, "What the Consumer Thinks of the Modern Testimonial," suggests a remedy for the whole business.

You will recall the remarks of Lies Arenthorst, the nurse from Kampen, Holland: "Always I wanted to go to the name and the address of the people I saw to ask really if they tried as they said." Then, the Third Floorwalker said: "What I mean, some of them after they said the stuff and got paid for it, something tells me they wish they hadn't sometimes said it. It looks phoney and makes a fool out of some pretty good people."

Imagine the annoyance and consternation of Mrs. High-hat receiving a special delivery letter about 1 a. m. asking if the beauty cream she endorsed is really all that it is represented! Imagine the effect of a daily flood of mail to these prominent people asking their opinion on this and that!

I'm the charter member of a club that will henceforth endeavor to find out if these prominent endorsers are really sincere! Street addresses? Easy enough! The Polk directory company maintains a library of city directories of every major size town in the country. The address of any person of prominence can be had for the asking. Let's all ask the fellow who has found a remedy for dandruff if he knows anything that is good for bunions!

HARRY L. WINNS.

IT is only the little group of wilful testimonial sellers who will be annoyed by Mr. Winns' suggestion.

The ladies who endorse this week a beauty cream and next a refrigerator or water cooler will not like the thought that they are getting into the class of professional advisers to the nation on any subject and are likely to be called on at any time for further information. By endorsing everything and almost anything they have put themselves into the Advice-to-the-Lovelorn class.

A woman who is impressed by her favorite movie star's testimonial for a bedspread or a vacuum cleaner may wire her to discover what is the best remedy for fleas on a Pekingese.

The tennis star who has spoken enthusiastically in print about a

cigarette may, if Mr. Winns' club thrives and prospers, be asked how he would go about repairing the hot water heater in the cellar.

Of all the various remedies which have been suggested for the cure of the testimonial evil, Mr. Winns' has the distinction of being the most ingenious and amusing.

The fact that the suggestion was made originally by a consumer and a reader of testimonials gives it an added advantage.—[Ed. PRINTERS' INK.]

Massachusetts Cities and Towns Cannot Pay to Advertise

The Massachusetts House of Representatives has refused to substitute for an adverse committee report a bill which would allow cities and towns to appropriate money to advertise their resources and advantages. Refusal to revive the bill had a roll-call of 90 to 102.

Under the provisions of the bill, which was introduced by Representative Edwin L. Olander, of Northampton, cities and towns would have been authorized to make appropriations for advertising purposes not to exceed one-twentieth of one per cent of the valuation of a municipality.

Substitution was moved by Representative Harry D. Sisson, of Pittsfield, who called attention to what is being done in advertising by Berkshire County where private individuals expended more than \$50,000. It is too much to expect, he said, that private individuals should carry the burden of beneficial advertising alone.

Opposition to the bill was based on the contention that advertising expenditures should be left to the fund-raising resources of chambers of commerce and similar organizations.

New Account for Marx-Flarsheim

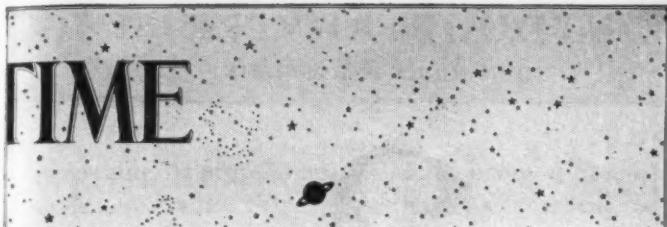
The Noe-Egl Textile Mills, Inc., Reading, Pa., hosiery and lingerie, has placed its advertising account with the New York office of The Marx-Flarsheim Company, advertising agency. Magazines will be used.

General Petroleum of California Appoints Mac Manus

The General Petroleum Corporation of California has appointed Mac Manus, Inc., advertising agency, to direct an advertising campaign. This account will be handled through the Pacific Coast offices of the Mac Manus agency.

Joshua B. Powers Opens Berlin Office

Joshua B. Powers, publishers' representative, has opened an office at Berlin. Dr. P. Engell Jensen is in charge.



TO REACH THE MOST INFLUENTIAL U.S. FAMILIES • ECONOMICALLY. EFFECTIVELY.

A Bad Guess

... but how could he tell?

The General Manager, learning that TIME's 1928 lineage had shown a 20% gain (and so led the magazine field), asked the Advertising Manager if a similar increase could be expected for 1929. He answered: "Just about."

What has happened thus far: TIME's advertising lineage increase for the first three months of 1929 is 80% above that of the corresponding 1928 period.

The net advertising revenue gain for the same period exceeds 135%.

LINEAGE VITALITY

Would you like a list of TIME's advertisers or an unusual book about the TIME idea—just off the press? Write the Promotion Manager.
205 East 42nd Street, New York City.

THE VITALITY OF TIME'S PAST AND PRESENT INSURES TIME'S

FUTURE

OUTDOOR ADVERTISING

Through Your Advertising Agency



*The Captain of the bow
must be also
the Captain of the stern*

DIRECTION means everything to a ferry-boat. That is why it has its captain on the front end. It would defeat its purpose to have a different captain at each end, both trying at the same time to steer the craft in opposite directions. Even a ferry-boat couldn't reach its destination under such confusing conditions.

OUTDOOR ADVERTISING

Through Your Advertising Agency

Advertising Appropriations, too, have a way of becoming flustered, when there's more than one captain at the helm. Whichever way a boat goes, the whole boat must go that way. And whatever story your advertising tells, the whole campaign must tell.

An advertiser wise enough to recognize that Outdoor Advertising is a logical part of his campaign, ought to be wise enough to let the same captain who is directing the use of all the other advertising mediums he employs, pilot its course.

230 advertising agencies—all members of the National Outdoor Advertising Bureau, Inc.—are coordinating the Outdoor Advertising of hundreds of advertisers with all the other advertising these clients do. Through the Bureau, they furnish their clients unbiased advice and complete service for all the forms of Outdoor Advertising. They bring to advertisers the cooperation of this highly efficient organization with its facilities for securing locations, plant owners' cooperation, and the Bureau's own independent Field Service. There is no other way to get this service.

If your advertising agency is a member of the Bureau, let it be "captain" of your Outdoor Advertising as well as of your Publication Advertising, for this will give you the best results from your advertising dollars.

National Outdoor Advertising Bureau

INCORPORATED

New York

Chicago

Detroit



Presenting
Dan T. Gray

[FARM AND LIVE STOCK EDITOR]

One of Southern Ruralist's Twelve Editors

QUALIFICATIONS

MR. GRAY: reared on stock and grain farm; holds A.B. and B.S. degree from University of Missouri; A.B. Illinois University; former Professor Animal Industry, A. & M. College, Raleigh, N. C.; former Dean Agricultural College Alabama Polytechnic Institute; in charge of Animal Industry Educational Work in South during World War for U. S. Department of Agriculture; Secretary Association Southern Agricultural Workers, 1914-1920; President Association Southern Agricultural Workers, 1920-21.

Recent figures on dairy and live stock in the South show a tre-

mendous valuation—and it is constantly increasing. Hogs and sheep alone reach a total never seen before. Live stock men recognize in Mr. Gray a man of exceedingly wide knowledge—a man whose advice is too valuable to overlook. He is doing a great work in guiding those who are already in the business—and perhaps a greater work by encouraging others to enter this most profitable field. He is unquestionably an outstanding figure—and such editorial service as he has been giving for the past ten years, has aided in making Southern Ruralist an outstanding medium that “tells and sells” most profitably.

SOUTHERN RURALIST

ATLANTA, GEORGIA

NOW OVER 500,000 CIRCULATION

Special Representatives: E. Katz Special Advertising
 Agency—New York, Detroit, Kansas City, Chicago,
 Atlanta, San Francisco



1411 Syndicate Trust Bldg., St. Louis

Another Stock Ownership Plan for Dealers

Dealers Making Their Sales Quotas May Buy, on a Profit-Sharing Basis, One Share of Stock for Each May Oil Burner Sold

By Roland Cole

BEGINNING with the announcement of the Beech-Nut Packing Company, toward the end of 1927, of the sale of 50,000 shares of common stock to the United Cigar Stores Company at \$50 a share, in consideration for which the latter company undertook to promote the sale of Beech-Nut confections in its stores, a number of manufacturers have announced plans for inducing their dealers to become stockholders.

One such plan, which was described in detail in *PRINTERS' INK MONTHLY* of November, 1928, was that of the Union Tobacco Company, manufacturer of "Three Kings", "Herbert Tareyton" and "Melachrino" cigarettes. This company set aside 300,000 shares of its common stock, valued at \$30 a share, for distribution among its jobbers and retailers on the basis of cigarette sales made by them in amounts which were specifically stated in the plan.

The latest announcement comes from the May Oil Burner Corporation. This company has developed a plan which, while designed to identify the dealer's interest with the interest of the manufacturer, differs in important details from such plans as those of the Beech-Nut Packing Company and the Union Tobacco Company. Selling a large unit, like an oil burner, which must be serviced by the dealer, is not like selling chewing gum, package candy, and cigarettes, which are practically self-service articles. The circumstances under which an oil burner is sold, generally in the prospective user's home, and the conditions under which cigarettes and package confections are purchased in a dealer's store, are as totally different as any two things can be. Household heating systems are in the unit price

class of automobiles, without possessing the automobile's tremendous popularity. On the other hand, they are looked upon as necessities—desirable, indispensable and all the rest, but nevertheless, after they have been purchased and installed, they are hidden away in the cellar and cannot very well be brought out and paraded before the neighbors as a badge of prosperity.

The oil heating industry is highly competitive. Good dealers, financially responsible and able to render service, are not too plentiful. Most cities of medium size contain one very desirable dealer, and from two to a half dozen others that are rated as second, third, and fourth or fifth choices. Oil burner manufacturers all seek the best-rated and most efficient dealer in each town. Where they cannot get the best, they take the best they can get. But each manufacturer who is not represented by the best dealer, hopes some day to have that dealer representing him.

Appealing to Successful Dealers

The dealer stock-ownership plan announced by the May Oil Burner Corporation is designed to appeal with special force to the most successful dealer in every town. Where the company already has the best dealer as its representative, the plan offers that dealer the incentive of stock-ownership upon very attractive terms to the dealer. Where the company does not have the most desirable dealer in a town, the plan is designed either to stimulate a second-rate dealer to become first-rate, or it will attract the favorable notice of the best dealer and perhaps influence him to take on the May burner.

The plan is called an "Investment and Profit-Sharing Trust."

A banking institution of Baltimore, the home city of the May company, has been appointed "trustee and depository" for the plan. An advisory committee, consisting of representatives of dealers and the May company, will act in co-operation with the bank.

In order to be eligible for participation in the plan, a May dealer must have completed his sales quota for the calendar year immediately preceding his date of subscription for stock; or he must have made his quota for the preceding period of six months. Every dealer who qualifies for participation in the plan is entitled to subscribe for one share of May common stock for each May Oil Burner sold by him.

Take, for example, a dealer who completed his quota of 100 burners during 1928. He is immediately entitled to subscribe for 100 shares of May Oil Burner Corporation common stock. This stock is to be paid for over a period of three years. During the first year the company will contribute one-half the payment for that year.

In the second year, the company will set aside out of its earnings a certain amount, dependent upon its net earnings, which it is contemplated will equal in each year at least one-half of that year's payment of the subscription price of the stock. Should the amount paid by the company amount to a larger sum, the dealer may reduce his payment accordingly.

When the dealer makes a payment he receives a certificate of deposit from the trustee and depository, which is payable to the dealer upon demand, with interest. At the end of the three-year period, the dealer having made all his payments and having complied with the other conditions to which he commits himself, surrenders his certificates of deposit and receives the shares of common stock to which he is entitled, with all accumulated dividends, and interest, as well as the other benefits for which the plan provides.

Other important details of the plan are summarized below:

The directors of the May company will provide, either through purchase in

the open market or direct authorization, the stock required to meet all subscriptions.

The purchase price of stock will be fixed each year during January by the board of directors. After 1929 the price will be fixed on a basis not in excess of the market value of the stock.

Each calendar year a new three-year class of dealers will be started. Dealers eligible to subscribe will be notified by the company and in turn they will be required to notify the company of their intention to subscribe. Previous to such date, the company will announce the price at which stock may be purchased.

Dealers to derive the benefits and profits under this plan must meet their sales obligations under their dealer franchise and complete their quota of sales. The sales quota for the second and third years will not be greater than in the first.

When a dealer withdraws from the fund and takes back whatever money he has paid in, the corresponding amounts paid in by the May company remain in the fund and inure to the benefit of those dealers who complete their three years' participation.

Should a dealer exceed his sales quota and sell, for example, 150 units on his quota of 100, he has the privilege of subscribing to an additional 50 shares of stock on the date of the opening of the next succeeding three-year class.

A complete description of the plan has been printed by the May company in the form of a folder, for distribution among dealers and members of the May organization.

Announcement of this Investment and Profit-Sharing Trust was made at regional sales meetings of dealers held during January at New York, Chicago, Boston, St. Louis, Montreal and Toronto, and finally at San Francisco, of the present dealer organization of the May company about one-half are eligible to membership in the plan during its first year of operation. The company is about five years old, and 96 per cent of its employees are stockholders.

Leo Cullen with White Star Line

Leo Cullen has been appointed manager of the publicity department of the White Star Line, Canadian Service, Montreal. He was formerly with the Canadian Pacific Railway and the Montreal *Star*.

R. R. Wallis Leaves Macon "News"

Roy R. Wallis has resigned as general manager and business manager of the Macon, Ga., *News*.



If all a retailer does is hand out merchandise that is asked for, then his days are numbered. And with him will disappear the product nobody knows.

Thousands of retailers function like animated Robots with the disadvantage of being susceptible to worry, overhead and the perplexities of slow turnover. But they also like fat bank balances, golf, and straight eights.

They discard the mechanics of

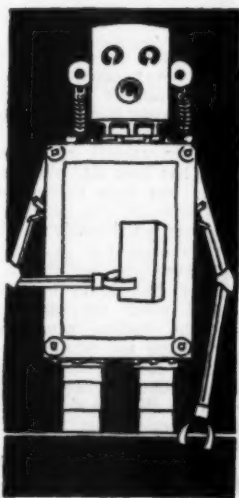
"RETAILER VERSUS ROBOT"

OR THE CURSE
OF MECHANICAL
SELLING

retailing for the science of selling when far-sighted manufacturers selfishly show them how to make two dollars grow where only one grew before.

Were they machines this could be done with an oil can and a monkey wrench. As it is, one must use words, tact, and a specialized knowledge of retail merchandising.

It's surprising what these forces will do when applied properly. May we talk to you about them?



JAMES F. NEWCOMB & CO., Inc.

330 SEVENTH AVENUE, NEW YORK, N. Y., Phone PENsylvania 7200

What the Jobber Can Do for the Retailer

STEIN & ELLBOGEN COMPANY
CHICAGO

Editor of PRINTERS' INK:

"What are the outstanding services of an efficient wholesaler for the retailer," is the subject of a speech to be delivered by our Mr. Albert L. Ellbogen.

Favorable arguments, statistical data and other information on the subject will be greatly appreciated. Surely, *PRINTERS' INK* will add more weight to some of the most important factors.

RUDOLPH SAMUELS,
Advertising Department.

A FEW years ago, the jobber's position in his relation to the retailer was best exemplified by the commonly used term, "middle-man." He performed a warehousing service and generally acted as an intermediary between manufacturer and dealer. His interests always have been closely bound up with those of the retailer and where the manufacturer can turn to any type of retail outlets the wholesaler must stand or fall by the success of the independent retailer.

With the development of the chain, the position of the independent retailer became increasingly onerous, and the wholesaler's close relation with the retailer became increasingly apparent. The result has been that the successful jobber has been taking on more and more of the manufacturer's functions, particularly as they relate to assistance in merchandising, advertising and selling.

It is difficult to enumerate in limited space the many services that the leading wholesalers are performing for retailers today. At best we can outline a few things which have become jobber functions in 1929 and which would have been almost unthinkable in that connection in 1909.

Recently, in New York City, Francis H. Leggett & Company opened a model store designed solely to teach independent retailers the best methods of store management. Groups of retailers visit this store regularly and those who

cannot do so receive copies of a booklet which is a manual of retail merchandising.

In this way, one of the functions which the jobber is taking upon himself today is that of teaching retailers better management. The jobber realizes that although price is a big factor in favor of the chain, store management is a much larger factor than it is often supposed to be.

Stock control is also another subject which has been taken up by wholesalers. Many an independent dealer has fallen by the wayside largely because he did not understand how to buy. Today, some of the leading wholesalers are making extended efforts to teach their retailer customers better buying methods.

Hibbard, Spencer, Bartlett & Company, Chicago wholesalers, maintain a dealer's service bureau which has analyzed selling methods in modern retail stores in the hardware field. This bureau helps dealers in all phases of merchandising, advertising and selling. It goes so far as to offer a special advertising service which gives the independent an opportunity to compete advertisingly with the chain. Store arrangement and display are two other subjects which are emphasized by the bureau.

Belcher & Loomis, hardware jobbers of Providence, R. I., have worked out a similar system to help dealers. This jobbing organization, for instance, maintains a special stockroom where are kept samples of dealer-help material which are sent to dealers as needed. The company operates its own retail store and uses this as a sales laboratory passing on the results of its experiments to its customers. It originates its own window displays and when any particular display is especially successful, arrangements are made so that various dealers in the territory can have a similar display.

The growth of the voluntary chain, which has been described in *PRINTERS' INK MONTHLY* by Albert E. Haase and V. H. Pelz, has in many instances received its impetus from jobbers. In such instances, wholesale organizations,

The Building Situation in Syracuse

A City of Over 34,700 Dwellings

Building construction in Syracuse during 1928 included 829 one-family houses—99 two-family houses—4 public buildings—5 large office buildings—42 multiple family dwellings, some of which include stores on the ground floor.

It is also interesting to note that among the multiple family buildings there were 15 that could be classified as apartment houses accounting for a total of 438 apartments.

Syracuse is enjoying one of the most prosperous building developments in its history.

THE SYRACUSE HERALD

Special Representatives

O'MARA & ORMSBEE, INC.

New York Chicago Detroit Los Angeles San Francisco



The Bulletin
for Agents and

The Associated Business

WHAT Sales know about **1** Buyers'

It is a mistake to attempt to do by merchandising short cuts what can best be done by education of the buyer.

THE fact is that the buyers' market which confronts every maker and seller of goods and services will be permanent—barring such emergencies as wars and epidemics.

In a buyers' market

the temptation is to out-shout and out-shriek the other fellow in the effort to secure preference.

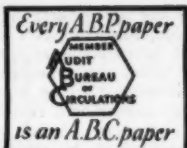
Yet such a policy inevitably intensifies those competitive evils which are usually associated in the minds of business men with a buyers' market.

Dr. Godfrey, president of the Engineering-Economics Foundation, as a result of extensive surveys conducted by this institution, has established a scientific basis for the exactly opposite concept. "National advertisers must exactly reverse the attitude of mind

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of Marketing Facts Advertisers



Papers, Inc., 52 Vanderbilt Ave., New York

Managers should advertising in a Market **2**

indicated by current practice."

Individual advertisers may feel that it is not their own job to undertake the burden of creating demand for a branch of industry of which they are only a part. But the most successful advertising experience proves that such a policy is best for the advertiser himself as well as his industry. No maker or seller of goods or services has ever suffered in the estimation of his potential customers who sought first to create or to stimulate usage through his copy.

It is the function of the business press to show how this principle of creating wealth is applied in each industry.

THE A.B.P., a 23-year-old organization of 134 leading business publications, reaching almost every trade and industry, offers advertisers and their agencies its services for such advertising. Each A.B.P. publication likewise offers its services in applying to your marketing problems its broad knowledge of its field.

realizing the seriousness of chain competition, have in effect formed chains of independent retailers.

A few years ago, when the canvasser threatened to be a serious menace to independent retail prosperity, a number of wholesalers developed methods by which dealers could combat the house-to-house salesman and educated their dealers to using these methods.

Some jobbers have developed special forces of service men who perform much as does the manufacturer's missionary salesman except that instead of pushing one product alone, they devote themselves year in and year out to the increased sales of various products.

Realizing that store salesmanship is of great importance, some wholesalers have inaugurated retail schools, taking selected dealer clerks and educating them along the lines of modern store salesmanship. These courses are never particularly elaborate nor particularly expensive, the chief aim being to awaken the individual clerk's ambition and to show him that in the retail store there is an opportunity for real salesmanship.

By and large, the successful wholesaler today is thoroughly awake to the necessity of performing something more than a warehousing job. He is studying closely the activities of the chain and also of leading manufacturers. He is quick to borrow good advertising and merchandising ideas and makes a real effort to see that dealers appreciate the value of such ideas.

The day when the wholesaler was content to fight the chain solely by holding annual conventions and passing vituperative resolutions has passed. The wideawake jobber today is performing a real service not only to himself and his retailers but also to American business as a whole.—[Ed. PRINTERS' INK.]

Appoints Campbell, Lowitz and Whiteley

Shields & Wyle, Inc., Jersey City, N. J., manufacturer of hand soaps and cleansers, has appointed Campbell, Lowitz and Whiteley, Inc., New York advertising agency, to direct its advertising account.

B. F. Goodrich Reports Sales and Profits

The report of The B. F. Goodrich Company, New York, for the year ended December 31, 1928, states that "the total sales for the year amounted to \$148,805,178, compared with \$151,684,960 in 1927. Unit sales were considerably higher than during the previous year, but on account of reduced selling prices, dollar sales were lower."

Manufacturing, selling and general administration expenses for 1928 were reported at \$139,790,817.

Total profit for the year, after depreciation and Federal taxes, was \$3,659,580.

On the Subject of Demonstrations

FRED A. WISH
INCORPORATED
NEW YORK

Editor of PRINTERS' INK:

I want to thank you for your kind letter of March 13, with which you enclosed clippings covering the subject about which I spoke to you. I am sure that these will be of great help to my friend. And as for me, it is just another demonstration of the splendid co-operation that PRINTERS' INK gives to its subscribers.

FRED A. WISH.

Business-Paper Campaign for New Spare Tire Cover

Business papers are being used in a campaign which has been started by the National Bus Directory Company, Inc., Columbus, Ga., to advertise a new spare tire cover. The Columbus Advertising Agency, of that city, is directing this campaign.

C. L. Young, President, Henry E. Millar Agency

C. L. Young, formerly vice-president of the Dake-Johanet Advertising Agency, Los Angeles, has been elected president of the Henry E. Millar Company, advertising agency of that city. He succeeds Henry E. Millar, who died recently.

C. H. Fernald Joins T. Harris Smith Agency

Charles H. Fernald, recently resigned as assistant professor of advertising at the University of Illinois, has joined the Philadelphia office of T. Harris Smith Associates, Inc., financial advertising and sales promotion organization.

Meat Account to Bates Agency

P. W. Rounsevell, Boston, manufacturer of prepared meats, has appointed Charles Austin Bates, Inc., New York advertising agency, to direct its advertising account. Newspapers and direct mail are being used.

Stanley Resor on Testimonial Advertising

He Discusses Personalities and the Public

By Stanley Resor

President, J. Walter Thompson Company

"Mr. and Mrs. Alonzo Green and son Horace of here spent Sunday with Mr. and Mrs. Seth Durkee of Pound Center."

THIS type of news item has appeared millions of times in small-town and country newspapers. For generations it has been the backbone of rural journalism. Country editors said, "People like to read about other people." They were right.

Within the last few years most of the great editors of the world have accepted that aphorism and applied it to their powerful publications with millions of circulation.

"People like to read about other people." That simple discovery has changed the complexion of every existing medium through which public opinion is formed. It has affected profoundly the editing of newspapers, magazines, books, lectures, movies, and the radio. It has raised up an army of publicity men, propagandists, "public relations counsellors," and "ghost writers."

"People like to read about other people." Like all other great discoveries, a simple one in retrospect.

Primarily it is true because people *understand* other people. Before printing was invented, even before language was evolved, people were thrown in contact with other people. People understood personalities before there was any social structure or code of laws.

Abstract concepts came so much later in human development that they are hard for the average mind to grasp. Virtues and vices were always *personified* in ancient religions, sagas and folk tales. The drama as we know it today evolved from the miracle and morality

plays in which all human qualities were represented as people.

What does the average person remember most vividly about the Bible? The passages and events he connects with some *person*. Adam, Cain, Noah, Joseph, Jonah, Moses, Solomon—and dozens of other vivid biblical personalities—have for centuries kindled the imagination of millions.

Many of us are hazy on the details of their military strategy, but we cannot forget Napoleon's hand in his coat, Hannibal directing his elephants over the Alps, Caesar's "*Veni, Vidi, Vici*," Alexander's wish for more worlds to conquer, Washington's wig and Grant's cigar.

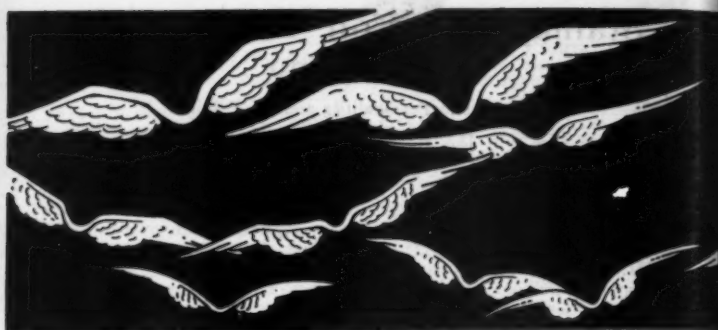
History Is a Procession of Personalities

To the average mind all history, all human progress, is far less a succession of events than a procession of colorful personalities.

How many can remember how long it took Lindbergh to reach *Le Bourget* field or whether his plane had one motor or more? But who can forget his two ham sandwiches and his lack of pajamas? I suppose there are engineers in this country possessing more knowledge of the science of aerodynamics than Lindbergh. But the Daniel Guggenheim Fund for the Promotion of Aeronautics quite properly valued Lindbergh's services above those of the ablest technicians. In thirty-three hours a shy young man advanced the popular acceptance of flying by at least five years.

There are three other basic reasons why people like to read about other people. One is curiosity—love of gossip—desire to know "how the other half lives." The movie fan wants to know what his

Address delivered before J. Walter Thompson Company executives at weekly meeting, March 28, 1929.



ON THE WINGS OF HUMAN INTEREST

The romance of the real is more intriguing than the romance of the fanciful. It is buoyant with human interest. It gives impulse to the imagination and lifts it, as on wings, above the horizon of the commonplace.

"Tell me what the world is doing, of what it thinks, about what it laughs, of its tragedies and its comedies, who makes its history, who propels its progress,—tell me all this—but tell it briefly." Such is the dictum of the modern mind. The mind of today wants to be informed, entertained, amused, but it wants the facts speeded up, driving through unessentials—straight to the point.

To this insistent mood of the times *The Literary Digest* responds. It presents the news from pole to pole, running the gamut of all human interest. It seizes upon the moving events that provoke thought and discussion, and the diversions in which people relax.

Here the DEPARTMENT OF SPORTS describes Babe Ruth's consistent hitting, Bobby Jones's invincible golf, Helen Wills's machine-like tennis, the forward-pass play of today and the mass-play of years ago, — flashing sidelights on America's national pastimes.

Here is a pen-portrait of a social harlequin playing topsyturvy with society. What sort of Dad was Lincoln to his boy Tad? What was the real personality behind the name O. Henry? The PERSONAL GLIMPSES treat a wide range of these unusual subjects, intelligently and with crisp interest.

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NEW

 Spaghetti, the singular for spaghetti, is the Italian for a small piece of rope observes the LEXICOGRAPHER. His EASY-CHAIR is a stage where the play of words endlessly fascinates that large group of readers who are always in quest of knowledge, essential or curious.

 The airplane answering the sportsman's craving for speed? The motor-boat opening aquatic highways? Will an automobile trip to South America soon be possible over a great network of roads? Week by week we watch the automotive world effervescing with new ideas and reflected under the title MOTORING AND AVIATION.

 Are talking pictures making fallen idols of movie heroes? When will television be a reality in the home? With the clinical touch of the diagnostician the section devoted to SCIENCE AND INVENTION keeps a sensitive finger on the pulse of what is new in the realm of inventive progress.

 What are the new luxuries of travel? How are railroad and steamship lines spanning distance with improvements that appeal to creative comfort and thus make the trip a memorable adventure? The Digest shows a travel-hungry public what the transportation companies are doing to make the journey as interesting as the sojourn.

The Literary Digest carries its readers through its diverse departments, one as interesting as the other,—ARTS AND LETTERS, CURRENT POETRY, SPICE OF LIFE, TOPICS IN BRIEF. In its entirety The Digest animates. It interests. It entertains. It is the breath of culture to the leaders of opinion who turn to it not only to enrich their minds but to balance their judgment, to divert them from the weightier problems that press upon each passing day. They find both information and entertainment in this publication which shifts its many-sided mirror from the earnest aspects of life, to the gay, from the shadowy, to the bright.

Only when the world stops laughing will The Digest lose its sense of humor. Only when the world stops playing, sighing, hoping and achieving will The Digest lose its human interest.

The Literary Digest

Advertising Offices

NEW YORK . BOSTON . CLEVELAND . DETROIT . CHICAGO

idols eat for breakfast. A newspaper of mass circulation prints voluminous society news, whereas society enjoys plays and stories in which humbler aspects of life are depicted.

The spirit of emulation is another reason why people want to know about other people. We want to copy those whom we deem superior in taste or knowledge or experience. The desire to emulate is stronger in women than in men. Lombroso, the celebrated psychologist, explains it in terms of woman's ability to excite her imagination with external objects. It enables her to become princess or movie queen by using the cold cream or toilet soap they recommend.

Finally, people are eternally searching for authority. Democracy, even in name, is new. Royalty, aristocracy, feudalism, dominated the world for scores of centuries, instilling in the masses a sense of inferiority and an instinctive veneration for "their betters." This respect for authority is so little discriminating that we seriously listen to a motor maker's opinions of history, an inventor's dicta on religion and a theatrical producer's theories on education.

The public hunger for personalities is so insistent that no successful editor dares to ignore it. It has revolutionized the technique of newspaper and magazine publishing.

News in Terms of People

The success of leading tabloid newspapers probably is not due primarily to size, format or sensationalism. They prosper because the news is presented in terms of people—and photographs intensify the reality and intimacy of the personal approach.

The confession magazines cater to the human fondness for intimate gossip about ostensibly real people. Without the first person they would fail. The success magazines present glimpses of the great man's humble beginnings. The leading trade papers teach, not through abstractions, but through the experiences of successful men. The

same is true of farm papers. The decorating magazines present photographs of real homes and real gardens, telling who their owners are.

The editor who merely selects from material submitted to him is obsolete. Today he decides what subjects he wants for articles and stories and has them written to order.

He often suggests plots for short stories and serialized novels, specifying the number of words and tone desired. In the case of articles, he selects a personality that will appeal to the public and has that person write the article if possible. It often happens that the big name is not coupled with writing talent, in which case the article is written by a staff specialist. Sometimes the real author's name appears in small type, "as told to Richard Roe," but frequently this is omitted.

In the March issue of *Scribner's* there is an article on this subject by Frederick Van de Water. While his name is well known to the public, much of his literary output is signed by the unliterary great. He says: "An editor wishes to see his magazine's issues studded with big names. . . . He seeks articles by famous authorities, commenting upon conditions, crises, advances in their chosen fields. Left to themselves, such persons would produce work typical of authorities, technical, clumsy, impossible from the popular periodical viewpoint, or else decline to write at all." But the writers assigned by the editor produce acceptable articles, essays, memoirs and autobiographies to be signed by the big names.

Van de Water estimates that at least five out of eight contributions appearing in magazines under prominent non-literary names were possible only because editors supplied the trained writing ability.

A great percentage of the contents of a newspaper is signed by non-writers. In addition to the articles signed by pugilists and golf, tennis and baseball players who did not write them, there are syndicated features by authorities who delegated the writing, the speeches

Representatives from Alaska to South Australia

"WE now have representatives . . . from Alaska to South Australia, and from a great many places we are getting enthusiastic letters from people who have tried our goods."

Alberto Aders & Co., The Hague, Holland, in 1927 turned unused facilities to the production of super-grade spices. They started advertising in September, 1927, in The Christian Science Monitor, and continued—exclusively in the Monitor.

Results enabled them to write the above statement five months later, and compelled them to enlarge their factory. Fifty thousand tins of spices were sold in less than a year, most of them in the United States—an entirely new market for this concern.

The Christian Science Monitor their ONLY medium

"ALL our advertising, the appeals for representatives as well as the presentation of our spices themselves, is confined to The Christian Science Monitor," says the manufacturer.

The following figures are interesting: From September 23, 1927, to January 1, 1928, Alberto Aders & Co. used 5,579 lines in the Monitor, and 12 tie-in advertisements were placed by representatives. During 1928 Alberto Aders & Co. used 15,536 lines in the Monitor, while 81 representatives ran 363 tie-in advertisements.

The advertising continues. Results have convinced this enterprising manufacturer of the exceptional pulling power of Monitor advertising.

The Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME

Published by The Christian Science Publishing Society, 107 Falmouth Street, Boston

BRANCH ADVERTISING OFFICES

NEW YORK—DETROIT—CHICAGO—ST. LOUIS—KANSAS CITY—SAN FRANCISCO
LOS ANGELES—SEATTLE—LONDON—PARIS—BERLIN—FLORENCE

551,
Copies

THE KANSAS

, 000
s Daily!

Largest Circulation in History of The Kansas City Star

THE average daily net paid circulation of The Kansas City Star for March was 275,680 copies evening and 275,544 copies morning—or a combined daily output of 551,224. A gain of 41,767 copies daily over March last year.

Advertising lineage records for March were also smashed. The total for the month, in the morning, evening and Sunday editions, was 2,738,946 lines. The gain over March, 1928, was 171,360 lines.

AND—

Still a third record. The Kansas City Star's milline rate is only \$1.08—lowest advertising rate in America.

S CITY STAR.

and interviews of prominent men written by their secretaries, and even the real interviews are altered and often improved by the reporters.

The attitude of big business and big business men, formerly aloof, has succumbed to public curiosity. Articles and interviews are given out. Naturally the services of trained writers are enlisted to present this material in the most interesting form, although it may be signed by others.

The progress of talking pictures has introduced a new element—unseen talkers and singers. Some established screen favorites do not have voices which register well on the microphone, so they move their lips while others sing or talk for them.

It is clear, then, that the public wants its news, education, and entertainment conveyed to it through the medium of personalities who are regarded as authorities in their respective fields. If these authorities do not volunteer their services, they are sought out and engaged. If they lack self-expression, the deficiency is supplied.

Since the featuring of prominent people has become an integral part of almost every editorial program, it is logical for advertising to study the possibilities of presenting its messages through people to whom the public will listen with interest and respect. Advertising is in direct competition with editorial features for the reader's attention. If it compares unfavorably with the reading matter in color, appeal or authority it simply is not doing justice to the advertiser's interests. When practically every publication of large circulation relies on personalities to secure and hold readers, it is obvious that the public will relish personalities when properly employed in advertising.

Testimonial advertising is not by any means equally applicable to all products. And when it is employed it should be prepared even more carefully and conscientiously, if possible, than ordinary advertisements. When the names and reputations of living people are associated with products in advertisements, they must be protected, as

well as the interests of the public, advertiser, publisher and agency.

Of course there have been abuses and misuses of testimonial advertising, some of them flagrant, just as there have been of every other type of advertising. No scrupulous man would defend the sins committed in the name of testimonials any more than he would condone abuses in other forms of advertising.

Needless to say, any advertised article must be a good product, whether testimonials are used or not.

In using testimonials it is important to observe the canons of good taste. A testimonial advertisement may pass muster legally and technically, yet offend the reader through its crudity or lack of sincerity.

People whose testimonials are published unquestionably should use the product advertised. And their endorsements should be expressions of their real opinion of the product.

Must testimonials be spontaneous and unsolicited to be legitimate? The answer is that very little that is worth while in this world is secured without solicitation. Sales volume, charity funds, wives, even justice, are obtained by asking for them, not waiting for them to happen.

Some Testimonials Are Easy to Get

Securing unsolicited testimonials is a matter that takes care of itself. Every conspicuous testimonial advertiser is deluged with offers of endorsements from the great and near-great and would-be great who want to break into print. Even if some of this spontaneous material is otherwise usable, it must be checked carefully to see if the testimonials are really sincere.

An editor is overwhelmed with unsolicited manuscripts, but has to go out and secure the type of material he needs, signed by the personalities he wants. The director of a testimonial campaign follows the same policy. In addition, he must make certain that the testimonials reflect the genuine belief of the endorsers.

Must testimonials be secured

IN SYRACUSE, N. Y.

3 Out of **4**
Every

HOMES READ THE
SYRACUSE JOURNAL

With a population of approximately 200,000, in the City of Syracuse, the city circulation of the SYRACUSE JOURNAL is nearly 35,000. This means that in three out of every four homes the JOURNAL is read. It is distributed through the following channels:

Home delivered by carrier	21,822
Dealers & ind. carriers	7,575
Street Sales	5,182

These figures are quoted from A. B. C. Auditors' report for the year ending Sept. 30, 1928. We invite comparison of these against the corresponding reports on all Syracuse newspapers. It is the largest circulation, by thousands, in the Syracuse daily field.

National Representatives:

RODNEY E. BOONE

General Manager National Advertising

9 East Fortieth St., New York City

CHICAGO OFFICE:

H. A. KOEHLER

929 Hearst Bldg.

DETROIT OFFICE:

FRANKLYN S. PAYNE

12-230 General Motors Bldg.

BOSTON OFFICE:

J. J. CREMMEN

5 Winthrop Sq.

ROCHESTER OFFICE:

FRED H. DRUEHL

14 Franklin St.

CONGER & MOODY

San Francisco

Los Angeles

*Member International News Service, Universal Service,
Audit Bureau of Circulations and Media Records*

No Guess-work

◆
Photographic COLOR
PRINTS *on* PAPER
made by W. O. Floing, Inc., assure
Authenticity of FORM
TEXTURE *and* COLOR

◆
"The Color you see..
is the Color you get"
◆

By a perfected "pigment process" we are able to produce *on paper* a subject in all its natural colors.

The "pigment process" was developed through years of scientific experiments in European laboratories and has been carried to a point in our New

York Studios where it is commercially practicable for the exacting requirements of American merchandising needs.

Since their first reception early in 1928, FLOING Color Prints have steadily grown as a pictorial medium in advertising, covering a widely diversified field including automobiles, cosmetics, food products, fabrics, etc., *and in the last six months alone there has been a 300%* increase for their demand among national advertisers.*

The practical result of FLOING Color Prints is due to the close collaboration between the finest technical and creative talents.

W. O. FLOING

INCORPORATED

11 EAST 47TH STREET, NEW YORK



* **14** national advertisers were using Floing Color Prints in 1928 . . .

To date **46** have used Floing Color Prints for national advertising.

"The Color you see is the Color you get"

without payment to the endorser to be legitimate? Some of the most successful testimonial campaigns ever run have featured hundreds of personalities, none of whom were paid. It happened that they were people to whom publicity was of value. Other very successful campaigns have used a few names at a considerable cost. It happened that they were not interested in publicity.

To secure testimonials under the very rigid code of laws, ethics, good taste, and advertising skill that must be followed requires time and co-operation on the part of the endorser. It is neither good sportsmanship nor good business to attempt to take up the time and energy of busy, successful people unless their co-operation is compensated for. To some, publicity is sufficient reward. To others, for whom publicity is not an asset, money is the equivalent.

When only the testimonials of people who use the product and like it are employed, payment has no effect on their opinion.

In many cases where payment has been made the endorser has been using the product for several years, long antedating testimonial advertising for the product. The mere fact that a person is an enthusiastic user, often for many years, does not in any way lessen the business obligation to compensate him for his co-operation.

In our experience in using testimonial advertising over a period of six years there have been instances where we later discovered that the endorsement was not wholly sincere. The number of such cases has been negligible.

Does testimonial advertising prepared as outlined above abuse the confidence of the reader and eventually lessen his belief in all advertising?

These same questions were raised ten years ago about the editorial style of advertising. A decade ago we began to approach the reader from his own point of view, instead of the manufacturer's. To do it successfully we adapted layout styles used by editors, just as we are now once more using an editorial device that readers want:

personalities. When we made our advertisements look like editorial matter ten years ago, there were many adverse criticisms. It was said in some quarters that people weren't going to read advertisements any more. But they are now reading three times as many, a large percentage of them cast in the same editorial style we pioneered in.

That editorial style and editorial approach helped to diminish the crudity, ugliness, bombast and bad taste of that era, just as testimonials now are an incentive to inject variety into the sameness, staleness, and mediocrity of so much current advertising.

Sincere testimonial advertisements are a tonic to the reader's interest, not a deterrent. He will read them because they are what he likes to read, and as a result he will have an increased interest in all advertising.

Appointed by Association of National Advertisers

A. W. Lehman and George S. McMillan have been appointed assistant managing directors of the Association of National Advertisers, Inc., New York. Mr. Lehman, who joined the association several months ago, has been placed in charge of research. Mr. McMillan, who was recently managing editor of *The Tea & Coffee Trade Journal*, will be in charge of the association's information service.

Stove Accounts to Critchfield

The A. J. Lindemann & Hoverson Company, electric appliances, kerosene and gasoline stoves, and the Alcazar Range & Heater Company, gas ranges, both of Milwaukee, have appointed Critchfield & Company, Chicago advertising agency, to direct their advertising accounts.

C. R. Rice Advanced by Gunnison

Charles R. Rice, assistant production manager of Stanley E. Gunnison, Inc., New York advertising agency, has been appointed production manager.

Washington, D. C., "Herald" Appoints E. F. Paulson

Eric F. Paulson has been appointed national advertising representative of the Washington, D. C., *Herald*. His headquarters will be at New York.

*The Manufacturer's sales
message*
has **NEWS VALUE** *for*
the buyer overseas

Tell him your story every month in the place he first looks for information on American products, the publication that leads in the distribution of this information to the overseas markets, that has been doing so for over 51 years and that has exceptional buyer confidence and interest.

CHART showing the relative advertising volume published during 1928 in five export journals.



AMERICAN
EXPORTER
3832.6 Pages
2nd Export Paper
1913.2 Pages
3rd Export Paper
1242.7 Pages
4th Export Paper
1121.1 Pages
5th Export Paper
689.7 Pages

Note the dominance of the AMERICAN EXPORTER as the carrier of sales messages to the overseas buyers.

AMERICAN EXPORTER

World's Largest Export Journal

370 SEVENTH AVENUE, NEW YORK

"Tuning In"

ON THE

Millionaire Wave Length

IF YOU have something to sell—a product or a service in the luxury class—where your best market is made up of people of more than ordinary means, advertise in **THE BARRON GROUP**—*The Wall Street Journal*—*Boston News Bureau*—and *Barron's, The National Financial Weekly*.

This group of financial publications gives national coverage of all people to whom the daily news and trends of action in Wall Street are of vital importance.

Here is a special millionaire wave length for national advertisers to "tune in" upon—a national newspaper circulation of the greatest potential buying power. It reaches, without waste circulation, the greatest number of people who have the most to spend as individuals on fine homes, golf, automobiles, travel, and other luxuries and necessities.

A blanket rate covering all three papers of
THE BARRON GROUP

This rate will be quoted to advertisers or advertising agencies upon application. Address either: Paul Howard, Advertising Manager of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

***The* BARRON GROUP**
The Wall Street Journal
Boston News Bureau
Barron's, The National Financial Weekly

A. N. A. Strikes at Lithography Purchasing Evils

FOR some time the Association of National Advertisers has been working to aid lithographers in the correction of a situation which is a troublesome one to the industry. The nub of the trouble for which a remedy is sought centers around the abuses which exist under the present system of competing for lithographic orders.

At the annual convention of the association last October the evils existing and plans for remedying them were among the major topics of discussion by the members. A number of lithographers participated in a joint session to suggest and listen to plans whereby advertisers could aid in the solution of their difficulties.

Since that time, under the direction of William F. Earls, United States Rubber Company, chairman, the dealer relations committee of the association has been engaged in perfecting a plan of operation.

Chief among the factors contributing to the situation is the common practice of lithographers to submit the ideas accompanying an estimate with sketches, either preliminary rough or finished paintings.

Most advertisers now feel, according to the association, that in the end the cost involved in the art work which is rejected by such methods of competition is borne by themselves and that it is up to them to set limits as to what is expected and to require all lithographers bidding for their business to follow these limits.

The association states that it realizes that apparently the lithographers unaided cannot correct this situation, since the Lithographers' National Association for many years has ineffectively passed resolutions prohibiting this very situation.

There are six provisions in the plan. They are:

1. Establish limits for each order to include the quantity, the approximate price limits and such other facts as may

be known in advance—furnishing this information impartially to all competitors.

2. Decide in advance the permissible limits in the amount of ideas, plan and art work.

In explanation: Decide whether what is wanted is one suggestion or a half-dozen; whether a detailed plan for the use or distribution of the material must be included; whether sketches submitted are to be rough preliminary ideas or finished sketches or paintings.

It is suggested that advertisers endeavor to reduce to a minimum the demands for service and for art work they make in advance of placing an order.

In most cases, ideas can be adequately presented in an *inexpensive* manner. If all lithographers were required to operate in this manner until assured of an order, better ideas would result and the very considerable sum which is now wasted in discarded art work could be translated into savings to the purchaser.

3. Notify all competitors in advance of these permissible limits and insist on compliance with them.

In explanation: Insist that all competitors conform equally. On this basis, the best idea, if fairly priced, should win regardless of its artistic presentation.

4. Govern the number of competitors for an order by the size of the order involved.

A suggestion is that on an order of \$5,000 there be not more than two competitors, and not more than four on an order of \$10,000.

5. Furnish all competitors in advance with the names of the competing firms.

6. A sales idea, plan or sketch is the property of the firm or individual creating it, and unless the proper consent is obtained from the owner, it may not be used in securing competitive lithographic or printing bids.

7. It is contrary to ethical practice to change the specifications of a proposed order for lithography or printing without equally notifying all those competing.

From comments which the association has received from lithographers, it is apparent that they are eager to use the A. N. A. plan in soliciting business. The association is requesting the support of its members and will send copies of the plan to national advertisers who are not members. In addition, copies of the plan have been made available to members of the American Association of Advertising Agencies.

Joins Brandt Agency

Thomas P. Lake, formerly with the Davis Company, Chicago, has joined the Brandt Advertising Company, of that city, as an account executive.



Newspapers say aeroplanes may soon double present altitude records. A few years onward, some Winged Marco Polo may traverse a star-flecked route to new and richer markets beyond the wheeling spheres. Before a man accomplishes, he must first imagine. One of the functions of this agency is to direct imagination into profitable channels of commerce.

THE
**MANTERNACH
COMPANY**
Advertising



55 ALLYN STREET
HARTFORD, CONNECTICUT

100 Checking Points for Space Buyers

(Continued from page 8)

such value that he will not allow his time to be wasted by callers?

59

Have you learned to choke off politely the story you have heard many times before, but from other lips?

60

Do you insist on representatives bringing you marketing facts, or do you, by listless attitude, encourage a routine presentation?

61

Are you consciously or unconsciously dominating conversations or making them so argumentative that the representative does not get a chance to tell you facts you ought to know?

62

Are you, Oh, Space Buyer, somewhat of a time waster yourself? Do you like to see people more than you like to hear what they have to say that might help you?

63

Do you kid the boys along, leading them to expect orders when you know either that there is no chance of their getting on the list, or that the chance is so slight that it is not worth while considering? If you do, you waste a lot of the other fellow's time; you also waste yours with unnecessary future calls. And eventually you gain the unenviable reputation of being a "jollier."

64

Are the men in your media department trained to turn down propositions without giving offense, or do they have Whistler's "gentle art of making enemies?"

65

Do the boys in your media department sometimes yield to the temptation of wasting a lot of time explaining to the representative how they could make his publica-



Women ? That's what they do!

More and more, women shop at home first, making lists of advertised items that interest them, before starting downtown.

The largest department stores in Syracuse have consistently recognized the value of HOME-DELIVERED Circulation and its relation to the shopping list. That's why The Post-Standard in a three-paper city receives its third of total Department Store linage.

Getting down to facts, TWO of the largest department stores actually used more space in 1928 in The Post-Standard than in any other Syracuse newspaper.

The backbone of The Post-Standard's Circulation is Home-Delivered—the source of shopping lists.



THE POST-STANDARD

Syracuse, N. Y.

PAUL BLOCK, INC.
Representatives

New York
Detroit
Chicago

Philadelphia
Boston
San Francisco

DAILY OVER 60,000

SUNDAY OVER 66,000

In the homes—in Syracuse—in the Post-Standard

The *Eastman* organization brings to the task of market appraisal the most complete experience and facilities existing for that purpose, and a record of successful service to scores of well known industries.

Our surveys are thorough, complete and unbiased, presenting clear cut facts and sound conclusions.

R · O · EASTMAN Incorporated

113 West 42nd Street - - New York
360 North Michigan Ave. - - Chicago

☛ We make attractive booklets from one cent apiece to ten dollars. ☛ Ask about our new way of printing in color.



CURRIER & HARFORD
LTD • 460 W. 34th STREET, N. Y.
SELECTIVE ADVERTISING

tion much better if they had editorial control?

66

How much time do you give to men who call to reopen lists? If it can't be done, has the space buyer the ability to get it over quickly and finally to the caller?

67

Do you think representatives have a right to take up your time under any and all circumstances, or do you reserve the right to see solicitors if and when you like? Whatever your will is, is it known and respected?

68

An insidious evil in a media department is a little thing called "mystery." Be straightforward; don't hint at possibilities you know don't exist or that will never materialize.

69

Speaking generally, how up-to-date do you keep your department on data that will help to make space buying more scientific?

70

Is your media department rigged to give the customer what he should have, or are the newspapers and magazines the only things you ever consider? Like everything else, mediums are changing—witness the growth of radio advertising.

71

Are you buying space for 1930 on 1920 values? Are the mediums you are favoring as strong today as they were five, four, or even three years ago? Remember "the world do move."

72

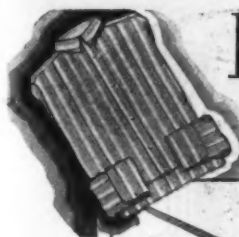
Challenge each medium every time it comes up for consideration; never mind how well you may feel you know it or how often you have used it!

73

Do you insist that your media department use the A. B. C. intelligently? Who cracks the whip if it doesn't?

74

Are the last pages of A. B. C.



Easy to Buy as the **SHIRT** on your Back



**"One—shirt, size 15½,"
you say—and get it.
And that's how you buy
these WHITE WOVE
ENVELOPES . . . by
brand and size**

BUYING white wove envelopes used to be a cross between a guessing contest and blind-man's buff. But today you buy Columbian U. S. E. White Wove Envelopes by brand name,

just as you do other standard, branded merchandise.

You simply phone your printer or stationer and tell him to send you "more of those Columbian U. S. E. White Wove Envelopes" in whatever size you need, from 5 to 14, Commercial and Official, and Monarch, and 6¼ Outlook and 10 Outlook. When the envelopes come in, you know them by the box with its distinctive U. S. E. alllover design, the "USE" watermark in each envelope, the guarantee packed in the box.

You know that they are easy to write on, easy to seal, always uniformly white, and opaque. In other words, you know what you're getting.



UNITED STATES ENVELOPE COMPANY

World's largest manufacturers of envelopes

**SPRINGFIELD,
MASSACHUSETTS**

*With thirteen manufacturing divisions covering
the country*

COLUMBIAN *White USE Wove* ENVELOPES



**A Natural
Monopoly of the
World's Richest Milk Market**

NATURE provided the grassy hills, pure streams and fertile valleys which surround New York City for hundreds of miles. The dairy farms of this favored region have a natural monopoly of the world's greatest fluid milk market. This, together with an effective system of co-operative marketing, assures perennial prosperity to the fortunate members of the Dairymen's League Co-operative Association.

The Dairymen's League News is the official organ of this Association reaching every one of the 42,000 active members, also some 14,000 independent dairymen who gladly subscribe to the outstanding dairy paper of the East.

Tell your sales story to these prosperous dairymen in the columns of the farmer-owned dairy paper of the "New York City Milk Shed." The rate is low—only 50 cents a line—and the coverage is more complete than that of any other dairy paper circulating in the same territory.

**THIS
MAP
SHOWS
"THE
NEW YORK
CITY
MILK SHED"**

DAIRYMEN'S
League
NEWS

11 West 42nd Street, New York.
W.A. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

10 S. La Salle Street, Chicago.
John D. Ross, Phone State
3652

audits as interesting to your space buyers as the first?

75

How do you organize so that the men in your media department can get information they want quickly and not have to make wild guesses?

76

Have you systematic streams of information constantly flowing into the department other than that furnished by the A. B. C.?

77

Is there someone in your media department who is constantly watching the editorial developments of publications in the more highly competitive fields?

78

What system have you of automatically keeping up with the new mediums and new phases of established mediums?

79

Are the men in your media department interested in markets and in marketing? If they are not, how can they buy markets? It is easy to say they are, but are they?

80

What are you doing to keep your men up-to-date in new developments, in markets and trade changes in the different localities throughout the country?

81

Competition in individual media is growing. Competition in classes of media is growing. How do you consistently develop the minds of your space buyers, so that they mentally keep pace with this competition?

82

Are your space buyers good analyzers—are their recommendations always based on both the market and the media reaching that market?

83

Have the men in your media department sufficient breadth of mind

**half
million
dollars
worth of
food . . .
is served
each
week end
by America's
5300
Golf Clubs**

**. . . and, this
figure does
not include
week day meals,
beverages,
smokes, etc.**

**GOLFDOM saturates
this great market.**

Golfdom

The Business Journal of Golf

236 N. Clark St., Chicago

New York City:

ALBRO GAYLOR
20 Vesey St.

Chicago:

DWIGHT H. EARLY
100 N. LaSalle St.

Pacific Coast: HALLETT COLE

122 East 7th St., Los Angeles, Calif.

**TREASURER
AND
GENERAL MANAGER
*Available***

Experienced in finance, advertising and sales. Good organizer, well balanced, capable of taking full charge, following policies and securing results. Salary and commission not less than \$15,000.

Address "E," Box 175, Printers' Ink.

A new name for an old organization of creative lithographers and color printers, with a large modern plant, doing *Intaglio* Offset, letter press and color process.

TELEPHONE: **HH** BRYANT 7191-3

**HARFORD & HUDSON
COMPANY INCORPORATED**
460 WEST 34th STREET NEW YORK

to be able to use real fundamental data once they have them?

84

Do you think it right that your people should discuss your clients' plans with representatives? Some say yes, some say no—there should be some kind of a rule indicating how far your space buyer can go in this direction.

85

Have you, as an agency head, ever studied the subject of waste time in your media department?

86

How do you regulate hospitality, etc., offered by the publications to members of your media department?

87

When a space buyer is considering space for a certain commodity, he should first know his client's objective and who the real buyers are. This seems obvious—but *this item is not placed here for ornament.*

88

Can your space buyer look past apparently impressive circulation figures and analyze the readers as to their need for, as well as their ability to buy, the commodity to be featured?

89

Can your media men quickly and convincingly show, in language that the client will understand, why you recommend or select certain space, based on marketing or commodity selling facts?

90

Is your vision clouded with the "wide coverage" idea or can you, when occasion demands, intelligently select space to bring business from a definitely limited area?

91

If it can be shown that a piece of bad judgment has been made in the selection of, say, one or more mediums, have you anyone around broad enough to listen with open mind to the discussion, and then go to the advertiser and perhaps

CHAIN STORE REVIEW

Vol. II

No. 4

Only one publication is needed
to cover the entire chain store
field and that one is CHAIN
STORE REVIEW.

Only one publication is needed
to cover the entire chain store
field and that one is CHAIN
STORE REVIEW.

Only one publication is needed
to cover the entire chain store
field and that one is CHAIN
STORE REVIEW.

2

For Rates or Information write or phone—

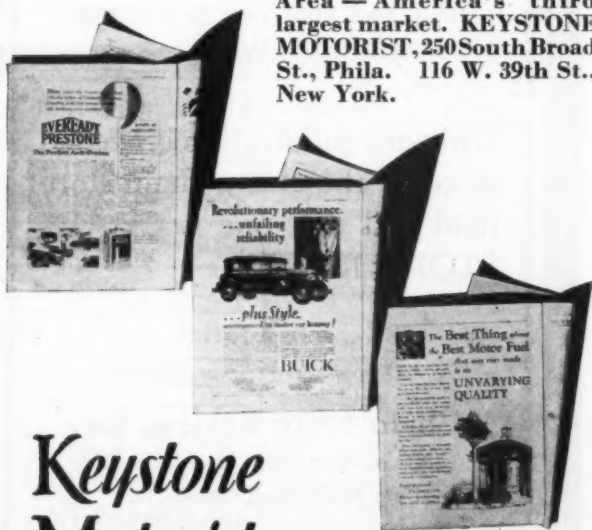
Chain Store Review, Inc.
1732 Graybar Bldg., New York City
929 Straus Bldg., Chicago, Ill.



>>> Follow the Leaders



LEADERS who recognize Leadership use **Keystone Motorist** to reach "The FIRST 50,000" in the **Philadelphia Metropolitan Area** — America's third largest market. **KEYSTONE MOTORIST**, 250 South Broad St., Phila. 116 W. 39th St., New York.



Keystone Motorist

Member A. B. C.

acknowledge that a mistake has been made?

92

When a customer ruthlessly cuts a schedule, is there anyone in your media department who can stand up and show him why it should not be done?

93

How effectively are you geared to handle those who come to you to discuss cancellations—cancellations which you know to be final? There is need for kindness, diplomacy and gracious firmness.

94

Do you sometimes send out orders calling for concessions and advantages, with the hope of getting out of the resultant discussions something more than you would have got if you had sent out the order "straight"? *That's old stuff!*

95

Are you meticulously fair with publications in the adjustment of canceled schedules, postponed schedules? The publications have definite rights.

96

Are you just in dealing with a publication which has made a technical error not in accordance with the strict interpretation of your order—something which could at worst only slightly affect the value of the advertisement?

97

There are certain agencies of which the publications will say: "We like to do business with those fellows—their orders always come to us so clean." Is yours one of them?

98

Is habit strongly entrenched in your department? If it is, your people have one-track-habit minds, have the fixed medium habit, the fixed space habit, and make it a rule to go light on business paper recommendations, because you insist on the habit of making the same ratio of profit on all classes of mediums you recommend.

99

Is your media department stand-

High Grade Salesmen WANTED

for Eastern, Southern, Mid-Western and Far Western States to cover retail stationery, jewelry and drug trade on a salary with traveling expenses or commission with drawing account basis.

We prefer men who know the trade and will devote their entire attention to the sale of our products, but will consider men now handling kindred but non-competitive lines.

We manufacture the highest class and most beautiful line of fountain pens, pencils and desk sets on the market, unconditionally guaranteed. We have an established trade; our line instantly appeals and is easily sold. Our 1929 advertising program is under way.

State qualifications fully in first letter, regarding present and previous positions. State age and whether married or single. Information held strictly confidential.

Address "Q," Box 31
Printers' Ink

To Publishers

We are in position to take on one more publication that can go to press from first to tenth of each month.

We offer the advantages and saving of a modern city plant in a country town.

Over-night mail service from New York City.

The
WILLARD PRESS
Boonville, N. Y.

THIS AGENCY WANTS TWO MEN

FIRST MAN. Senior account executive, contacting accounts assigned him, formulating campaigns and writing copy. He must be able to "get along" with people and have real advertising ability, proven by experience.

SECOND MAN. Junior account executive who will do the same type of work, but who has not yet the experience or ability to assume responsibility for accounts.

We're not so large a man will be lost, but large enough to offer full opportunity. A night's ride from New York or Chicago. A member of AAAA. Wide-awake, enthusiastic men will be given the sympathetic support of an organization with which it is a joy to work. Salary in proportion to ability.

Give us all the information you would want if you were employing a man. (Our organization know of this advertisement.)

Address "O," Box 30,
Printers' Ink

PRINTING SALESMEN

Controlling a substantial volume of business can make a permanent connection on commission basis of

10%

This firm is one of the oldest in the east and has an outstanding reputation for quality work plus the ingenuity to enable them to thrive on competitive business.

Every facility for the development of creative work will also be at the command of the men we hire. Their efforts will be supported by our own direct mail and trade paper advertising.

Address "S"
Printers' Ink Box No. 28

ing still? Or are you constantly invigorating it with new ideas, better methods, and if needs be—stronger men?

100

And last, repeated because it is most important for agent, the publication and the representative—has the man the representative must see authority, or is he simply the deputy of another who has the real say?

Organizes Grancel Fitz Studios

The Grancel Fitz Studios, photographic illustrations, have been organized at New York by Grancel Fitz, who formerly conducted a commercial art studio under his own name at Philadelphia. Associated with Mr. Fitz in the new enterprise is A. V. Jones, formerly sales manager of Underwood & Underwood, Inc., New York, who becomes vice-president and treasurer. Michael Orenbach, formerly technical director of the Lejaren & Hiller Studios, Inc., and of Underwood & Underwood, becomes secretary. Mr. Fitz is president of the organization.

Samuel Graydon Leaves Stillson Press

Samuel Graydon has resigned as president of The Stillson Press, Inc., New York, to devote his time to other interests. He will remain a director of the company.

John C. Rogers, Inc., New York, has taken over the binderies of the Stillson organization and of Rogers & Company. The New York Monotype Composition Company, Inc., has taken over the machine composition departments of the Stillson company and of Rogers & Company.

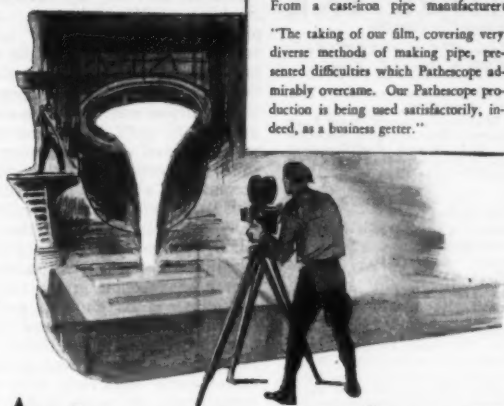
Form Baker-Case Mfg. Company Through Merger

The R. G. Baker Manufacturing Company and the Green-Case Company, Inc., both of Racine, Wis., have merged. A new company has been organized under the name of the Baker-Case Manufacturing Company to manufacture leather-covered display and furniture cases.

Appoint O. S. Tyson Agency

The Guardian Manufacturing and Supply Company, New York, electrical safety devices, and the Porter-Cable Machine Company, Syracuse, N. Y., machinery and portable tools, have appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct their advertising accounts.

William Birnie has joined the art department of The Ralph L. Dombrower Co., Richmond, Va., advertising agency.



From a cast-iron pipe manufacturer:

"The taking of our film, covering very diverse methods of making pipe, presented difficulties which Pathescope admirably overcame. Our Pathescope production is being used satisfactorily, indeed, as a business getter."

Animate your sales story with a vivid "movie"

A modern industrial film focuses on those who buy

A CORRECTLY-PLANNED business "movie" can do a specific sales job—directed to those who really buy. Pathescope can build you a film that will convince the person who signs the order.

Whether you are selling through distributors, from house to house, or only to a few executives, a Pathescope production can bring your plant or process straight to the buyer—with dramatic power. It can quickly, economically, demonstrate your product in the setting you choose—logically, without error.

The salesman who calls equipped with a portable projector and a Pathescope film gets a hearing.

A complete production service

The Pathescope Company of America, Inc. is equipped to produce your film from scenario to final prints. At every step Pathescope procedure is *professional*. Special directors, trained in the industrial field, work closely with production and sales organization.

Pathescope animated cartoons and diagrams are famous for "getting over" technical data and selling arguments.

We have long experience in merchandising strategy. We should be glad to submit tentative plans and estimates on request.



"We display our Pathescope film at conventions, from coast to coast, and we show it to single prospects in their own offices. With it we have produced a favorable impression that would have taken much longer to produce with any other medium."

THE PATHESCOPE CO. OF AMERICA, INC.

Executive Offices: 35 W. 42nd St., New York City

Laboratory: Pathescope Bldg., Long Island City

MOTION PICTURE AND STILL FILM PRODUCTIONS

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee	Roland Cole
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Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic W. Read

London: Thomas Russell

NEW YORK, APRIL 11, 1929

The Trade Commission and Testimonials

Until very recently, the Federal Trade Commission, which has indicated decided ability to poke its finger into dozens of pies, has shown no inclination to become mixed in the tainted testimonial controversy. Perhaps even now it has not involved itself in this affair although a current announcement would indicate at least that it is knocking on the door asking admission.

The announcement referred to consists of a complaint issued by the Commission against A. G. Spalding & Brothers, the sporting goods house. The essence of the Commission's complaint is that Spalding uses an unfair method of competition when it pays "many of the leading professional golf players of the country a regular yearly salary upon the condition and with

the understanding" that these professionals will use and recommend Spalding golf equipment. "The purpose, intent and effect" of this procedure is declared by the Commission to mislead the public in that the golfers "not knowing that said professional golf players are given said golf balls, are misled and deceived into believing that said professional golf players recommend and use said balls because of their superior quality."

Does this indicate that the Commission might also quite logically conclude that when an advertiser uses a testimonial in his advertising which is bought and paid for, the public is being deceived? Might not the Commission decide that the public is being "misled and deceived into believing that said" furnishers of testimonials at a price "use said" products "because of their superior quality?"

Whether the advertising industry wants the Commission to pry into this matter of paid testimonials is not the point, for the Commission has not been in the habit of requesting permission before instituting an investigation. What is to the point is that some time this Spalding case might conceivably get into the Federal courts and in that event there might be handed down a ruling which would throw some light on the legal status of the tainted testimonial. So far, the taint has been moral and ethical. Whether the tainted testimonial is also legally tainted remains to be seen. For these reasons, the outcome of the Spalding complaint will be watched with keen interest by the advertising industry.

Do Some Mergers Work Backward?

Among the comments which have been received concerning Mr. Monroe's article in last week's issue is one from the president of a large organization, a close student of mergers and a close observer of business tendencies.

This man pointed out one distinct phase of mergers which he thinks is due to a mistaken policy

upon the part of some of the bankers who are so busy these days merging various companies.

"The theory of present-day mergers," he says, "is based upon retrenchment, not upon expansion. 'Let us combine,' they say, 'these three factories making products in the same general line.' We will cut down on executive expense, we will drop salesmen, we will cut down on advertising. Then we will put the savings thus effected into dividends on the new stock." When they buy the companies, they pay a large amount for good-will, the results of long years of consistent advertising. They are anxious and willing to pay real money for these results and yet in some cases as soon as they gain control they show that they have no conception of what advertising has really done. There is still a tendency on the part of some of these bankers to look upon advertising as a sort of tax, a thing to be diminished as soon as possible after the merger takes place."

If this man is correct in his opinion, the soundness of some mergers is certainly challenged. Economies which are effected through expansion of production facilities, through economies effected in selling and distribution, are sound. But the only economies which will be of lasting benefit to the consumer and the investor are those which come from sound expansion, not from short-sighted retrenchment. It proved an excellent thing for all the stockholders in tobacco companies when the original American Tobacco Company was dissolved by the Government. The result was intense competition among the various branches of the old company, a stand-up-and-fight battle of sales and advertising which resulted in a tremendous increase in the consumption of the product. Other examples could be cited to prove the same point, namely, that hard competition in selling helps all the competitors, that resting on the oars and taking things easy by cutting down selling efforts and advertising expenditures also cuts down consumption and gross sales. If one-half the imagination they used in planning

mergers and putting them over was applied by bankers to sales and advertising potentials, many of the present advertising appropriations of merged companies would be doubled and quadrupled.

Forced Selling vs. Stock Control

James Dalton, industrial editor of *Motor*, has been making a survey of the automobile industry to get a true picture of the attitude of the dealer toward the present new and used car situation. He reports a disturbing condition. On the one hand manufacturers, financially healthy, are going ahead with increased production programs. On the other hand, dealers, many of them financially unhealthy, forced to take in used cars on almost every new car sale, find themselves overburdened with used cars while at the same time they are being forced by their manufacturers to take on more and more volume of new cars.

"One distributor of a popular line," says Mr. Dalton, "made \$25,000 net on service and accessories but on a gross business of \$1,500,000 his profit on new cars exceeded his losses on used cars by less than \$1,000. Another distributor handling an even faster selling line did a gross business of \$2,700,000 upon which he made \$71,000 net."

"Both of these men do a large wholesale business and it requires little imagination to figure what the profits of the dealers under them must have been. Similar instances are common rather than rare."

It is his belief that there is a dealer rebellion under way and that the automobile manufacturers of the country stand at a cross-roads and must decide whether they choose open warfare or a policy of compromise and conciliation.

The situation in the automotive industry is but another example of what can happen when mass production gets into the driver's seat. Unless an industry guards itself against the evils of mass production by assuming a policy of close inventory control based on reasonable sales expectancy, it may find

that mass production, instead of cheapening the price of the product, threatens the welfare of the industry.

In a letter to its dealers the Reo Motor Car Company in January outlined a sane, constructive policy.

"It will be our policy to assist our distributors and dealers, so far as we are able, to buy intelligently and scientifically. . . . We shall not urge you to take automobiles in excess of your actual current requirements whenever in our judgment the situation in the near future is not going to make such a course profitable for you; on the contrary, in such cases we shall frankly urge you to reduce your inventories to a basis consistent with the immediate turnover possibilities."

In closing its letter the company laid down a platform which might well be adopted not only by all automobile manufacturers but by manufacturers in every industry.

"The point we are trying to make is that we are interested in intelligent and scientific buying by our distributors and dealers, irrespective of whether at any given time it means buying more or less."

Forced selling on the part of manufacturers, when it means that such a policy is overloading dealers, is bound to be a boomerang. The manufacturer must depend upon his dealers for his profits and when he forces them out of business he ruins his own prosperity.

The automotive industry never would have faced the possibility of disaster if it had not let production and salesmanship get out of hand. The present situation should be a stern warning to manufacturers in other industries where mass production is a factor.

The Outdoor Market

A nation of swimmers needs towels. Summer-time is the time of all times when it is easy to sell towels in quantities, with the unit sale running in half-dozens and dozens instead of ones and twos. So says Cannon.

Campers will like this blanket No. 200. Light weight and rugged

strength. Luxurious for outdoors, canoeing, bathing, motoring. The Old Town Woolen Company thus speaks of its new leader.

New ideas in canoes, hot dogs, folding tables, rubber floats, khaki, shoes, ice cream, radios, camp cooking kits, talking machines and scores of other products are advertised to reach the great and growing outdoor market.

A temperature of 86 degrees, ten points above previous record peak, draws crowds to woods and seashore from many cities. Three hundred and fifty thousand people visit Coney Island.

The climate is changing, say old timers. They point to a promised outdoor season of April to November as proof.

The millions who will respond to advertising and thus add imagination to their mad week-end rush across country in the car increase each season.

The outdoor market is big, but its surface hasn't been scratched.

More ideas backed by more advertising will sell new products for this insatiable market.

It's coming early this year.

Out of Step

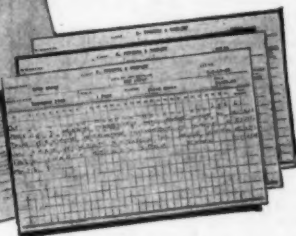
Last week the Massachusetts House of Representatives refused to allow further consideration of a bill which would permit cities and towns to appropriate money for community advertising purposes. This is in contrast to the attitude of other State legislatures, several of which have authorized appropriations from State funds.

Perhaps it would help the sponsor, Representative Olander, if he called the attention of his colleagues to the remarks on advertising of a distinguished citizen from his bailiwick, Northampton. After reading what Mr. Coolidge had to say (his remarks are reported in *PRINTERS' INK* of November 4, 1926), maybe the 102 Representatives who are out of step might be persuaded to fall in line with the ninety who voted to at least consider whether cities and towns might not wisely spend money for advertising.

The RECORD of an INSTITUTIONAL CAMPAIGN



Test-cards indicate the relative value of each appeal



—that Returned 21% in Cash *direct from the Advertisements*

Some of our CLIENTS

Book-of-the-Month Club, Inc. •
Simon and Schuster, Inc. (Publishers
of *The Art of Thinking*, *Trader
Horn*, *Story of Philosophy*, etc.)
The Pelman Institute of America
Thomas Nelson & Sons (New Century
Library)
E. Fongora & Co. (Regard-Mary
Garden Perfumes)
The Sherwin Cody School of English
American Business Builders, Inc.
Doubleday, Doran & Co. (Junior
Books, and Star Dollar Library)
Amette Kallermann, Inc.
Carl Henry Cigars
Glow Products Co., Inc.
Robt H. Ingersoll, Inc.

CAN a campaign largely institutional in character be made to pay part of its cost in direct results?

Here is a campaign that not only built good-will and stimulated dealer-consumer demand but which, through the sampling plan used, also brought back 21% of the advertising cost—in cash direct from the readers of the advertisements.

Carded records of millions of dollars spent on tested copy and in tested media were the basis for this campaign on a dealer product in a highly competitive field.

An Agency handling for a period of years such accounts as those listed here must produce results.

SCHWAB and BEATTY, Inc.

THE TESTED-COPY PLAN in Advertising

151 WEST 40TH STREET - NEW YORK CITY

Advertising Club News

Newark Club Receives Its Charter

United States Senator Walter E. Edge was the principal speaker at the charter dinner, held last week, of the newly organized Advertising Club of Newark. N. J. Senator Edge stated that "all of our problems in this country can be expressed in the one word 'market'" and cited the agricultural problem as an example. World trade, Senator Edge said, is the solution to many of our problems; but, he continued, "if we wish to do business with the world, we must be prepared to take on some of the troubles of the world."

Earle Pearson, general manager of the International Advertising Association, presented a charter to Eugene W. Farrell, president of the club, thus admitting it to the parent body. A State charter was also presented by State Senator J. Henry Harrison, who is counsel for the club.

Jerome T. Congleton, mayor of Newark, was another speaker. He welcomed the new organization and presented the "key to the city" in the form of a giant, cardboard key. Other speakers were J. Douglas Gessford, secretary of the club, and Morris Scheck, chairman of the membership committee. Mr. Farrell presided as toastmaster. About 300 were present at the dinner.

* * *

Philadelphia Art Directors' Club Awards Prizes

Ten prizes were awarded to the five classes of advertising art which were included in the annual exhibition of the Philadelphia Chapter of the Art Directors' Club now being held at the Sketch Club, of that city. Earl Horter won first prize and Roy Sperter, second prize, in the class devoted to illustrations in full color. In the line class, Lyle Justis won first prize and R. Roberts Bolwin, second prize. Janet Smolley and Eleanor Guild won first prize in the half-tone reproduction class, one artist making the drawing and the other adding the wash. In this class, Arthur Palmer won second prize.

Vernon Sisson won first and W. D. Teague second prize in the decoration class. R. T. Dooner won first prize in photography and William S. Ellis, second. The judges were Herbert Johnson, Will de Grouchy, Maurice Weyl, Gilbert Tompkins and Ben Bentley.

* * *

Toledo and Detroit Clubs Hold Annual Get-Together

Members of the Adercraft Club of Detroit were guests recently of the Toledo Advertising Club at the second annual gathering of the two clubs. George Graham, vice-president of the Willys-Overland Company, Detroit, was the principal speaker at a banquet which was held at the Toledo Yacht Club.

Let Inquiries Tell Their True Interest in Product

An explanation of an idea to reduce waste in advertising and follow through of inquiries to make the follow up more effective was made by W. S. Hays, secretary of the National State Association, before a recent meeting of the Advertising Club of Columbus, Ohio. The idea centers about the necessity for giving the inquirer the opportunity to tell the manufacturer his true interest in the product and not just letting him make a blind inquiry.

"Think what it would mean if we could filter out of the inquiries," said Mr. Hays, "those who are ready to buy or those who must be followed up at once. Most of all, we would not waste time or annoy those prospects not yet ready to discuss actual purchases."

To get this information for the manufacturer, Mr. Hays suggested that three classifications be added to the inquiry card, as follows: A—Academic Prospect, B—Buying Prospect and C—Customer or Immediate Need Prospect, or any such designations as fit the particular trade to be reached.

"Our returns would approach more nearly the response we should get from the character of our advertising," he continued. "By increasing the number of replies from 'a' and 'b' groups we would increase the propaganda effect because these people would spread the word they get and create more 'c' answers."

In breaking down the classifications, Mr. Hays explained the attitude of the inquiries as follows:

"(a) Academic Prospects—Inquiries from people interested in being up-to-date about all materials and their uses, having no purchasing power themselves, but in a position to recommend to friends and concerns the use and specification of any product or service.

"(b) Buying Prospects—Inquiries from people who are the methodical type, who spend considerable time investigating any and all materials which they can use, although the actual use may be months hence.

"(c) Customers or Immediate Need Prospects."

* * *

Salary Baiting of Salesmen Hit by New York Bureau

Salary, commission and bonus advertising for salesmen has recently been under investigation by the New York Better Business Bureau, on complaints that in several instances the salary has not been forthcoming. Investigation of one case showed that the advertising had been done by a branch office of a Mid-Western manufacturer, who was ignorant of the procedure, but immediately sent instructions to his other branch offices to see that such actions were not repeated.

Announcement

The Washington, D.C., Herald

Morning and Sunday

announces the appointment of

Eric F. Paulson

as

National Advertising Representative

Headquarters

Room 211

1834 Broadway, New York City

Telephone, Columbus 7000


The Washington Herald

National Advertising Manager

C. NORMAN STEVENS

One of the 28 HEARST NEWSPAPERS read by more than
20 million people.

Joseph Sinel to Address Art Director's Club

A lecture on the co-ordination through its complete distribution phases of a new design for a product and the harmonizing of that products' basic logic with that of the package, the shipping label, the window display and other phases of advertising will be given by Joseph Sinel at the Art Center, New York, on April 15. This is the first of a series of five lectures which are under the sponsorship of the Art Director's Club of New York and which will be given on Monday evenings.

Willy Pogany, artist, William H. Beatty, vice-president of The Newell-Emmett Company, Inc., and Paul Thomas, sales promotion manager of Cheney Brothers, will be among the speakers who will deliver the succeeding lectures. The last two lectures will be concurrent with the eighth annual exhibition of advertising art to be held by the Art Director's Club from May 4 to May 31.

* * *

Philadelphia Women Host to Visitors from Two Clubs

The Philadelphia Club of Advertising Women recently entertained at dinner, delegations from the New York League of Advertising Women and the Baltimore Women's Advertising Club. The meeting was held at the Poor Richard Club with 150 members of the three organizations present.

Elsie E. Wilson, president of the New York League, speaking on the indiscriminate use of paid testimonials, stated that this use is causing more competition between personalities than between products.

Other speakers at the dinner were, Karl Bloomingdale, Doris Palmer, vice-president of the Baltimore club, and Martha Minter, vice-president of the Philadelphia Club. Katherine Lukens, a former president of the Philadelphia club, presided.

* * *

Old Colony Club Debates

A debate on advertising was held before the Old Colony Advertising Club of Boston, at its recent meeting, by the Fulton Debating Society of Boston College. The subject was: "Resolved that Modern Advertising Is More Detrimental than Beneficial to Society." Judge William G. Rowe presided during the debate and the judges were John S. Kent, Horace R. Drinkwater and Charles E. Moore. The negative won.

* * *

Elected Directors of Rochester Bureau

Edward Forman, Roland O. Roberts and Ernest E. Gorsline were elected directors of the Better Business Bureau of Rochester, Inc., at its recent annual meeting.

Investing Public Helps Make Mergers Easy

The financial system of today makes the raising of capital for mergers much easier than for new enterprises, in the opinion of Louis E. Kirstein, vice-president of William Filene's Sons Company, Boston. In a talk on the subject before a recent meeting of the Advertising Club of Boston, he stated that the reasons for this situation are that mergers are now popular with the investing public and do not often take as much capital as the starting of a new business. The marketability of the securities, Mr. Kirstein also stated, is greater than those of independent concerns, which often have no market at all.

Studebaker Reports Net Sales and Profits

The report of The Studebaker Corporation, South Bend, Ind., for the year ended December 31, 1928, shows net sales of \$157,692,206, against \$134,007,798 for 1927. "Net earnings from sales after deducting cost of manufacturing, selling and general expenses, but before depreciation, repairs and replacements to plant and property" were \$23,264,874 for 1928, compared with \$20,038,285 for the previous year.

Net profits for the year, after charges and income taxes, were reported as \$13,947,181, against \$11,937,861 for 1927.

W. E. Jewett with Dow Service Publication

Ward E. Jewett has joined the advertising staff of the "Dow Service Daily Building Reports," published by the Allen E. Beala Corporation, New York. He was formerly with the W. D. Boyce Company, New York, and, at one time, was Eastern manager of Robert E. Ward, Inc., of that city.

Chattanooga "News" Appoints T. J. Gilmore

Thomas J. Gilmore has been appointed advertising manager of the Chattanooga, Tenn., *News*, succeeding Frank J. Hitz, who will do special advertising work for that paper.

Acquires Seamless Steel Products Company

The Pressed Steel Tank Company, Milwaukee, has acquired the Seamless Steel Products Company, also of Milwaukee, which it will operate as a subsidiary.

"The Jewish Guardian" Starts Publication

The Jewish Guardian, a weekly newspaper published in English, has started publication at New York. Theodore N. Kaufman is publisher.



Suddenly, out of a spring sky...

*An Advertisement of the
American Telephone and Telegraph Company*



ALL was well on the telephone front on April 27, 1928. Suddenly, out of a spring sky, rain began to fall over central Pennsylvania. As night came on this turned into a furious storm of sleet, snow and wind. Inside of 48 hours, 3700 telephone poles were down. Seven thousand miles of wire tangled wreckage. Thirty-nine exchanges isolated. Eleven thousand telephones silent.

Repair crews were instantly mobilized and sent to the scene. From Philadelphia 47 crews came. Other parts of Pennsylvania sent 13. New Jersey, 6. New York, 4. Ohio, 6. Maryland and West Virginia, 12. In record time, 1000 men were stringing insulated wire and temporary cables along the highways, on fences and on the ground.

Within 72 hours the isolated

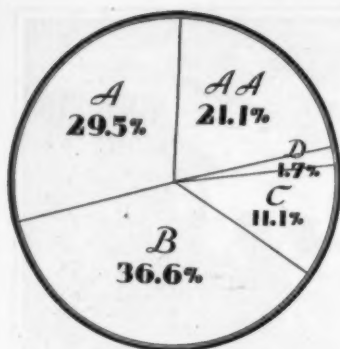
exchanges were connected and the 11,000 telephones back in service. Then, while the temporary

construction carried on, neighboring Bell System warehouses poured out all needed equipment, new poles were set, new crossarms placed and new wire and cable run.

In any crisis there are no state lines in the Bell System. In all emergencies of flood or storm, as well as in the daily tasks of extending and maintaining the nation-wide network, is seen the wisdom of One Policy, One System, Universal Service.

Better and better telephone service at the lowest cost is the goal of the Bell System. Present improvements constantly going into effect are but the foundation for the greater service of the future.

"THE TELEPHONE BOOKS ARE THE DIRECTORY OF THE NATION"



An analysis of World's Work circulation by purchasing power. More than half its audience is in the high or very high income groups, seven-eighths of it in the good income brackets or better

NEW POINTS ON AN OLD SUBJECT: QUALITY

JUST a little while ago a prominent advertising organization conducted an analysis of the quality of magazine circulations.

It was exhaustive, nearly conclusive; but necessarily there were those publishers who were not

wholly satisfied and who challenged its findings.

Because we wanted to be sure, we ourselves set about a separate and independent investigation.

Here are the results of the two investigations:

	X Investigation	World's Work Investigation	Average
Highest Purchasing Power . .	20.0	22.2	21.1
High Purchasing Power . .	29.4	29.6	29.5
Good	38.8	34.4	36.6
Fair	11.4	10.8	11.1
Low4	3.0	1.7

See how closely parallel were the two investigations—and how firmly they establish the quality of World's Work circulation.

WORLD'S WORK

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N. Y.

NEW YORK: 244 Madison Avenue

**BOSTON: Park Square Building
ATLANTA, GA.**

**CHICAGO: Peoples Gas Bldg.
SANTA BARBARA, CAL.**

APRIL MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
The Spur (2 issues).....	217	146,054
House & Garden	206	130,408
Town & Country (2 issues)..	180	121,220
Country Life	176	118,372
House Beautiful	116	73,618
American Home	115	72,545
Vanity Fair	115	72,417
Arts & Decoration	104	69,720
Nation's Business	131	56,181
The Sportsman	79	50,121
Forbes (2 Mar. issues)...	107	49,001
American	110	47,030
Cosmopolitan	107	45,846
World's Work	96	41,171
Popular Mechanics	167	37,408
Better Homes & Gardens..	81	36,434
Normal Instructor	53	36,126
Review of Reviews	83	35,729
True Story	80	34,356
Popular Science Monthly..	77	32,985
International Studio	46	30,591
Magazine of Wall Street (2 Mar. issues)	70	29,744
Magazine of Business	67	28,957
*World Traveler	43	28,668
Red Book	66	28,467
Field & Stream	66	28,376
Photoplay	63	26,911
Harpers Magazine	116	25,928
American Boy	37	25,118
American Golfer	39	24,882
Physical Culture	55	23,384
Atlantic Monthly	102	22,821
Theatre	34	21,567
Boys' Life	31	21,130
Forum	49	21,051
Motion Picture Magazine..	46	19,807
Outdoor Life & Recreation..	45	19,265
True Romances	41	17,674
National Sportsman	41	17,607
Golden Book	40	17,133
True Detective Mysteries..	39	16,764
Country Club Magazine...	27	16,642
Dream World	38	16,415
Hunting & Fishing	35	14,823
Scribner's	66	14,770
Asia	32	13,932
Elks Magazine	30	13,832
True Confessions	32	13,766
Science & Invention	29	12,970
Psychology	30	12,927
Sunset	28	12,133
Youth's Companion	17	11,789
American Legion Monthly..	27	11,744
American Mercury	52	11,744



Meet Mr. Keys— Aviation's Empire Builder

FOR THE FIRST time C. M. Keys, who directs some \$175,000,000 of the capital invested in "The New Empire of the Air," breaks his life-long silence to tell about his work.

How did this ex-newspaper man from nowhere rise to head America's miracle-like aviation industry? Read the answer in FORBES for April 1st—just out.

"Aviation's Millions" is another article in this same issue. Just FORBES way of keeping its readers—the heads of Big Business—UP on what's developing in this new transportation service.

More intimately read by American business leaders than any other publication, FORBES is a "First Buy" to reach executives for aviation advertising.

Published the FIRST and FIFTEENTH of each MONTH.

FORBES MAGAZINE

B. C. FORBES, Editor

WALTER DREY, Advtg. Director

120 Fifth Avenue New York

Member A. B. C.

A Prize of \$75.00 for best Sales Slogan

Best sales slogan of not more than 26 letters to be placed upon a band across the paper cover of this book, named below by the arrow-head. It must be a slogan that will appeal to the so-called "non-book buyers," and also to the good plain people and should be mailed to the author at 157 East 72nd Street, New York City, not later than May 15.

Should two or more persons submit the slogan adopted, each will receive the amount offered.



RANDOM THOUGHTS OF A MAN AT FIFTY

By JOHN HARSEN RHOADES

Tips on Life from a Wall Street Banker

A sound investment for Golfers, Bankers, Athletes, Musicians, Lawyers, Ministers, Doctors and Professors.

What some readers say:

"A lot of wisdom in it—An unusual gift of putting interesting things into a very few words."

OSWALD GARRISON VILLARD, Editor
The Nation

"A book well worth while. It is full of fine things and will doubtless inspire noble thoughts in many men who read it."

WILLIAM H. SANFORD
Associate Judge, Court of Appeals of Alabama

"It contains many subjects to which it would be well for men and women to give some thought."

JOSIAH HARMAR PENNIMAN, President
University of Pennsylvania

"A true gift of epigrammatic expression which is rare, used with great skill."

JOHN HAYNES HOLMES, D.D.
The Community Church of New York City

"I am reading it with profit and pleasure."
(Col.) EDWARD M. HOUSE

To be had at all leading book stores.
\$1.50 or from the author.

	Pages	Lines
Radio News	25	11,051
Screenland	26	10,977
Scientific American	25	10,899
Motion Picture Classic....	25	10,629
Nomad	25	10,455
Forest & Stream	24	10,103
Open Road for Boys	23	9,761
Radio	22	9,532
Secrets	21	9,180
Nature Magazine	20	8,784
American Motorist	20	8,190
Association Men	17	7,293
Extension Magazine	11	7,224
Picture Play	16	7,035
Film Fun	16	6,721
Munsey Combination	29	6,496
The Scholastic (3 Mar. is.)	13	5,514
National Republic	11	4,901
Newsstand Group	21	4,790
The Rotarian	9	4,031
St. Nicholas	9	3,647
Current History	16	3,584
Bookman	16	3,528
Street & Smith Combination	16	3,486
Wide World	12	2,660
Blue Book	9	2,024

*New Size.

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues)	257	162,350
Harper's Bazar	161	108,331
Ladies' Home Journal ...	142	96,886
Good Housekeeping	211	90,462
Woman's Home Companion.	101	68,800
McCall's	76	51,592
Pictorial Review	72	48,719
Delineator	61	41,682
Holland's	44	33,189
Farmer's Wife	34	23,318
Modern Priscilla	32	22,052
Children, The Parents' Magazine	40	17,226
Woman's World	25	16,991
Smart Set	38	16,139
Household Magazine	19	14,273
People's Popular Monthly.	19	13,153
Child Life	25	10,646
Needlecraft	13	8,954
American Girl	18	7,751
Fashionable Dress	11	7,644
Junior Home Magazine ..	11	7,555
People's Home Journal ...	14	6,524
John Martin's Book, The Child's Magazine	8	3,228
Messenger of Sacred Heart	14	3,053

CANADIAN MAGAZINES

	Pages	Lines
Mayfair	93	58,525
MacLean's (2 Mar. issues).	74	51,712
Can. Homes & Gar. (Mar.)	79	49,640

2 COLORS IN LESS THAN PAGE UNITS

ADVERTISERS may now use two colors in less than page units in the new FORUM. It is possible to have a one-column advertisement in two colors . . . a two-column advertisement in two colors. This is because the new FORUM uses a second color to enliven it editorially.

The additional cost is reasonable: One column, black and one color, \$50 additional. Two columns, black and one color, \$75 additional. Full page, black and one color, \$100 additional. The plates are to be furnished by the advertiser.

These color advantages, with the FORUM's new page size, permit advertisers unusual opportunities.

FORUM

Edited by
HENRY GODDARD LEACH

441 LEXINGTON AVENUE
NEW YORK CITY

	Pages	Lines
West. Home Mo. (Mar.)	57	40,797
Can. Home Journal (Mar.)	54	37,680
The Chatelaine	32	22,119
Rod & Gun in Canada	19	8,160

MARCH WEEKLIES

March 1-6	Pages	Lines
Saturday Evening Post	99	67,625
New Yorker	63	27,079
American Weekly	12	22,094
Literary Digest	38	17,371
Time	39	16,797
Collier's	22	14,875
Liberty	26	11,118
Churchman	20	8,382
Life	10	4,216
Christian Herald	5	3,610
The Nation	9	3,400
Judge	6	2,379
Outlook	5	2,296
New Republic	3	1,160

March 7-13	Pages	Lines
Saturday Evening Post	127	86,370
American Weekly	12	22,820
New Yorker	52	22,135
Literary Digest	39	17,982
Time	40	16,976
Collier's	19	12,725
Liberty	25	10,654
Life	15	6,376
Christian Herald	8	5,180
The Nation	10	4,100
Outlook	9	4,025
Judge	8	3,474
Churchman	6	2,703
New Republic	4	1,740

March 14-20	Pages	Lines
Saturday Evening Post	97	65,742
New Yorker	71	30,565
Collier's	39	26,431
American Weekly	12	22,515
Literary Digest	41	18,563
Time	40	17,092
Liberty	27	11,529
Life	16	6,698
New Republic (Book Section Included)	14	6,199
Christian Herald	7	5,049
The Nation	10	3,900
Outlook	6	2,866
Judge	4	1,818
Churchman	4	1,612

March 21-27	Pages	Lines
Saturday Evening Post	117	79,718
New Yorker	77	32,968
American Weekly	12	22,265
Collier's	28	18,949
Literary Digest	35	15,774
Time	33	13,972
Liberty	24	10,119
Christian Herald	6	4,398

	Pages	Lines
Life	10	4,138
The Nation	9	3,400
Outlook	7	3,288
Judge	6	2,701
Churchman	4	1,785
New Republic	3	1,269

March 28-31	Pages	Lines
Saturday Evening Post	112	75,966
New Yorker	62	26,625
American Weekly	11	20,532
Collier's	23	15,975
Literary Digest	34	15,430
Christian Herald	17	11,662
Liberty	18	7,722
Life	10	4,387
Churchman	8	3,469
Judge	5	2,338

Totals for March	Pages	Lines
Saturday Evening Post	552	375,421
New Yorker	325	139,372
American Weekly	59	110,226
Collier's	131	88,955
Literary Digest	187	85,120
Time	152	64,837
Liberty	120	51,142
Christian Herald	43	29,899
Life	61	25,815
Churchman	42	17,951
The Nation	38	14,800
Judge	29	12,710
Outlook	27	12,475
New Republic	24	10,368

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Vogue (2 issues)	257	162,350
2. The Spur (2 issues)	217	146,054
3. House & Garden	206	130,408
4. Town & Country (2 is.)	180	121,220
5. Country Life	176	118,372
6. Harper's Bazar	161	108,331
7. Ladies' Home Journal	142	96,886
8. Good Housekeeping	211	90,462
9. House Beautiful	116	73,618
10. Vanity Fair	115	72,417
11. Arts & Decoration	104	69,720
12. Woman's Home Comp.	101	68,800
13. Mayfair	93	58,525
14. Nation's Business	131	56,181
15. MacLean's (2 Mar. is.)	74	51,712
16. McCall's	76	51,592
17. The Sportsman	79	50,121
18. Can. Ho. & Gar. (Mar.)	79	49,640
19. Forbes (2 Mar. is.)	107	49,001
20. Pictorial Review	72	48,719
21. American	110	47,030
22. Cosmopolitan	107	45,846
23. Delineator	61	41,682
24. World's Work	96	41,171
25. West. Ho. Mo. (Mar.)	57	40,797

EVERY DAY

6,000 Mothers become
new prospects for you
and
411 of the most progres-
sive of these Mothers
subscribe to Junior Home

Yesterday these Mothers were wrapped up in their *babies*—Today their babies have grown to *children*, with all the new needs and demands of childhood.

Every day over four hundred of the most progressive of these Mothers subscribe to Junior Home because they appreciate the need of all the help they can get in solving their *new* problem,—the bringing up of their children.

JUNIOR HOME

PROF. M. V. O'SHEA, EDITOR-IN-CHIEF

THE PARENTS' MAGAZINE *with the* DOUBLE ACTION

Parents read it for their own information
and
Parents read and use it with their children

Advertising Headquarters / Chicago / 1018 S. Wabash Avenue
Eastern Office / New York, N. Y. / 110 W. 34th Street
Pacific Coast / Simpson-Reilly / Los Angeles / San Francisco

150,000 NET PAID A. B. C. CIRCULATION GUARANTEED

FOUR-YEAR RECORD OF APRIL ADVERTISING

	1929 Lines	1928 Lines	1927 Lines	1926 Lines	Total Lines
House & Garden	130,408	123,285	123,513	127,436	504,642
Town & Country (2 issues) ..	121,220	109,281	108,760	109,345	448,606
Country Life	118,372	100,802	92,008	83,888	395,070
House Beautiful	73,618	71,390	83,547	75,775	304,330
Vanity Fair	72,417	71,529	68,800	73,496	286,242
Arts & Decoration	69,720	65,016	67,620	51,366	253,722
MacLean's (2 Mar. issues) ..	51,712	52,610	56,397	49,450	210,169
American	47,030	46,059	54,486	53,918	201,493
American Home	72,545	42,259	37,104	37,964	189,872
Nation's Business	*56,181	*44,397	40,098	33,262	173,938
Cosmopolitan	45,846	43,220	41,780	42,067	172,913
Forbes (2 Mar. issues) ..	49,001	44,674	37,816	36,168	167,659
Popular Mechanics	37,408	33,712	37,016	37,254	145,390
Magazine of Business	28,957	31,317	35,206	32,628	128,108
Red Book	28,467	28,414	31,505	32,985	121,371
Better Homes & Gardens ..	36,434	36,028	25,241	22,389	120,092
True Story	34,356	34,176	26,066	25,025	119,623
Field & Stream	28,376	27,313	29,500	31,205	116,394
Popular Science Monthly ..	32,985	28,967	25,534	25,302	112,788
Review of Reviews	*35,729	22,683	22,533	30,436	111,381
World's Work	*41,171	21,905	23,102	21,622	107,800
Harpers Magazine	25,928	26,684	29,148	25,556	107,316
Photoplay	26,011	25,175	26,063	24,501	102,650
Atlantic Monthly	22,821	25,660	27,248	24,539	100,268
Physical Culture	23,384	20,425	23,322	26,416	93,547
International Studio	30,591	21,885	21,749	19,044	93,269
True Romances	17,674	20,428	21,245	22,165	81,512
American Boy	25,118	17,907	19,515	18,257	80,797
Theatre	21,567	18,170	16,618	19,206	75,561
Scribner's	14,770	19,997	21,047	18,370	74,184
Boys' Life	21,130	15,598	18,036	18,480	73,244
Outdoor Life & Recreation ..	19,265	20,302	14,978	17,224	71,769
Motion Picture Magazine ..	19,807	16,003	15,731	17,441	68,982
National Sportsman	17,607	16,492	14,656	12,417	61,172
Sunset	12,133	12,855	16,634	16,548	58,170
Science & Invention	12,970	13,002	10,623	12,405	49,000
Scientific American	*10,899	*9,922	11,008	13,728	45,557
Forest & Stream	10,103	7,112	5,818	7,378	30,411
Munsey Combination	6,496	3,926	6,104	6,272	22,798
St. Nicholas	*3,647	*5,362	*6,650	5,488	21,147
	1,554,774	1,395,942	1,393,825	1,358,416	5,702,957

*New Size.

WOMEN'S MAGAZINES

Vogue (2 issues)	162,350	158,810	153,172	147,882	622,214
Ladies' Home Journal	96,886	102,612	110,895	110,355	420,748
Harper's Bazar	108,331	101,304	99,211	96,243	405,089
Good Housekeeping	90,462	90,340	88,569	89,119	358,490
Woman's Home Companion ..	68,800	65,038	60,710	70,538	265,086
McCall's	51,592	59,150	51,440	41,704	203,886
Pictorial Review	48,719	52,864	49,551	44,447	195,581
Delineator	41,682	55,267	39,432	30,132	166,513
Modern Priscilla	22,052	20,961	24,480	23,460	90,953
Woman's World	16,991	18,110	18,730	17,871	71,702
People's Home Journal ...	*6,524	12,475	18,018	13,890	50,907
People's Popular Monthly ..	13,153	12,273	12,011	11,052	48,489
Needlecraft	8,954	12,750	13,940	12,488	48,132
American Girl	7,751	7,477	6,325	7,646	29,199
	744,247	769,431	746,484	716,827	2,976,989

*New Size.

WEEKLIES (5 March Issues)

Saturday Evening Post ..	375,421	362,551	\$341,236	\$364,875	1,444,083
New Yorker	139,372	128,372	\$103,497	\$48,056	419,297
Liberty	*51,142	122,794	115,555	\$94,293	383,784
Literary Digest	85,120	79,380	\$77,856	\$77,470	319,826
American Weekly	110,226	\$74,562	\$55,788	\$43,166	283,742
Collier's	88,955	72,625	\$51,536	\$45,978	259,094
Time	\$64,837	\$36,582	\$33,190	32,825	167,434
Life	25,815	25,368	25,887	\$23,864	100,934
Christian Herald	29,899	24,675	\$20,185	\$24,619	99,378
Outlook	\$12,475	\$14,293	15,693	25,275	67,736
	983,262	941,202	840,423	780,421	3,545,308

*New Size.

†Four Issues.

Grand Totals 3,282,283 3,106,575 2,980,732 2,855,664 12,225,254



Tennyson and the Scientific American

IN the Victorian Age in England, Tennyson, with the poet's vision, was writing of the time when he saw—

"The heavens fill with commerce,
argosies of magic sails"—

and in America the Scientific American was printing pictures of the forerunners of the airships of today.

"Practical men" scoffed at them both.

The fascination of the Scientific American is owing to the fact that it is authentic without being dull, and imaginative without being fanciful. Men like Chrysler have made it their working "Bible" and other leaders read it to keep abreast of the times.

Advertisers can appreciate the value of such a medium.

Scientific American

24 West 40th Street New York City

Western Representatives

Blanchard - Nichols - Coleman

Chicago Los Angeles San Francisco
Seattle Atlanta

The Little Schoolmaster's Classroom

IT is years since the Schoolmaster toted a sample case around to retail stores. The memory of those days, however, had always been a pleasant one and last week, something gave him a desire to frequent some of his old selling haunts.

With nothing tangible in mind, therefore, other than to humor his whim, he walked over to a nearby department store—one of the largest in New York—and asked which elevator he had to take to get to the sample rooms. The information was supplied—but, oh, how gruffly—and when the Schoolmaster arrived at the indicated place he found it to be the receiving entrance and that salesmen were expected to use the freight elevators. By this time, all of the anticipated pleasures of the jaunt had been rudely dispelled but the Schoolmaster persevered. He reached the sample room, asked whom he should see in connection with the purchase of the first thing that came to his mind, and after being told, he was ordered—and ordered is the word—to fill out a little form which, despite its diminutiveness, rather challenged his ability to fill out correctly.

He was then asked to wait. The waiting-room contained long rows of benches, not designed for comfort. The room was well filled with waiting salesmen—probably from fifty to seventy-five. For a full hour the Schoolmaster waited and all that time not more than twenty of the waiting salesmen had been called.

Sitting there, he got an idea which he is certain will never be acted upon, but which he thinks is perfectly sound nevertheless. This is that the salesmen of the country—and there are some hundreds of thousands of them—ought to get together, contribute to an advertising fund, and use this appropriation for a campaign of business-paper advertising specifically designed to improve the conditions under which they sell.

On the way down the elevator—the freight elevator, if you please—the Schoolmaster had, as a brother passenger, a salesman who told the elevator operator he wanted to get off on a lower floor and the following conversation ensued:

Elevator operator: "You're a drummer, aren't you?"

Salesman: "I'm a salesman, if that's what you mean."

Elevator operator: "Well that's the same thing; anyhow it's against the rules of the store to let salesmen off on any floor but the sample-room floor."

Salesman: "But I want to buy a suit on the third floor."

Elevator operator: "That's an old story—anyhow, I can't let you off."

And that was that—except that the elevator did stop at the fourth floor to take on an immense bin and the Schoolmaster and Mr. Salesman were unceremoniously shunted off to one side of the lift to make room for it.

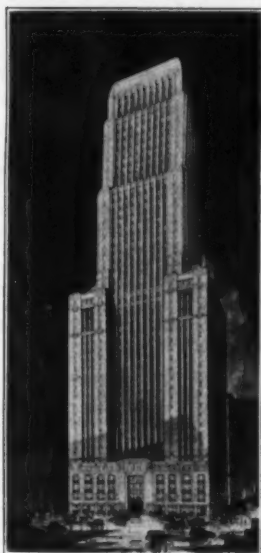
* * *

The Schoolmaster had been telling the above tale to a member of the Class. "That reminds me," this student said, "of my early days in the army. I had for a buddy a chap who sold to department stores and I had complained to him about the high and mighty attitude of the army officers. 'Say,' he said, 'that's nothing. Did you ever sell to department stores? Well, if you had you would know that this army game is a nice polite affair compared to the treatment they hand you in most department stores.'"

Now what have the stores to say? And what does the National Council of Traveling Salesmen's Associations think of the idea of a paid advertising campaign by salesmen directed to buyers and department store executives?

* * *

A Southern chain-store owner brings up in the Class a question



No. 1 North La Salle St.
Building, Chicago

K. M. Vitthum & Co.,
Architects

L. J. Sheridan & Co.,
Managers

Building Managers Discuss Plans for this New Structure

ALTHOUGH ground has not yet been broken for the construction of this new 47-story office building, No. 1 North La Salle Street, Chicago, a committee of experienced building owners and managers has already met in conference to discuss plans, materials and equipment. The renting and management of this building will be handled by L. J. Sheridan & Co. Mr. Sheridan also had charge of the planning, construction and management of the Straus Building. Such committees as the above function every day in many cities throughout the country. These executives are the final deciding factors in the selection of materials and equipment for constructing and maintaining large office and apartment buildings. You can sell these men on the merits of your product through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

Eastern Office: 100 East 42nd St., New York City

that ought to cause a profitable discussion.

"Why is it," he asks, "that so many manufacturers seem to take it as a mortal personal insult when dealers write them perfectly valid and fair complaints about merchandise, service or prices?"

The Schoolmaster was not aware that any number of manufacturers showed wounded sensibilities under circumstances of this sort; on the contrary, he believes that the complaint, generally speaking, is now regarded as at least a potential asset.

The late Edward B. Butler, while president of Butler Brothers, once made this remark to a member of the Class:

"What a wonderful thing it would be for this business if we could get Theodore Roosevelt to head our complaint department! His firmness, fairness and ability to handle difficult situations would make him worth to us several times the salary he receives as President."

The Southern chain-store man

reveals, somewhat by way of a confession, that "I like to make complaints sometimes just to see what kind of reply I will get." And frequently he gets a reply that convinces him life is nearly worth living after all. One of these came to him from Carl Laemmle, who is president of the Universal Pictures Corporation, to whom he wrote suggesting that moving pictures would be much better if so much time were not taken in giving the names of the artists, the titlers, cameramen and so on. Mr. Laemmle's letter is so interesting an example of diplomacy and so adaptable to many merchandising situations that the Class will doubtless want to read it. Here it is:

Your letter, in the form of a complaint, has just been received. In reply, may I explain why we do not consider extraneous the introductory information accompanying each picture?

Giving "screen credit," as we call it, is just a custom that has grown with the industry, and while we know the names of many individuals mentioned are not remembered by the layman, it is a courtesy we like to extend. And it does materially affect the artists' future. These individuals all have bags

Wanted Sales Promotion Man

TO assist General Sales Manager of Connecticut Manufacturing Firm of very highest standing by developing selling ideas that will appeal to jewelry stores, department stores, etc., as a practical means of attracting customers and selling silverware to them. A man who understands the retailer's needs will be more useful than one who is simply a clever copy writer. Experience in the silverware or jewelry field would be helpful although not absolutely necessary. Good taste as to packaging and designing display material is essential. The man we seek must have a proven record of achievement in originating ideas as well as in the matter of carrying them thru to a successful completion. Please state age, education, experience, salary expected. Address "J," Box 176, Printers' Ink.

The members of our own organization know that we are running this advertisement.

Merchandising man

WANTED

by one of the leading agencies

THIS MAN may now be the Sales or Assistant Sales Manager of a manufacturing company selling nationally—preferably to the grocery or drug trade. He may feel that his progress would be greater in an advertising agency where he could work on the problems of a number of manufacturers instead of one.

The man we want has these additional qualifications. He is an analytical thinker, able to follow a problem through to the end, and not one who merely hits the high spots. He is able to write his ideas clearly and logically. He has a personality which will make working with him enjoyable to our clients and our organization.

Direct advertising experience is not necessary, as he will find ample support here. On the other hand, such experience would be helpful.

If you feel you are the man, write us personally, or through a third party, being sure to give us complete details about yourself.

Address "U," Box 34, care of Printers' Ink.

The Real Distributor of Building Material

is the lumber dealer. He's a merchandiser—the man who offers building plan service, gets first contact with builders and controls the choice of materials.

American Lumberman

CHICAGO

Est. 1873

A. B. C.

WRITING FOR REAL MONEY

This book by Edward Mott Woolley gives his intimate experiences as freelance advertising writer. Small jobs to thousand-dollar fees pioneering original copy. Gives name and prices. Exploring undiscovered advertising material. Putting story lure in booklets. House-organ writing. How he found his opportunities. \$1.50 postpaid. E. M. Woolley Associates, Passaic, N. J.

Seeking a Position?

To the executive type of man seeking a position we offer a definite, confidential, effective service. Not an employment agency.

BALLOU-WANZER, INC.

20 West Jackson Blvd. Chicago

The First Practical Book on the Vital Problems of Selling and Buying Space. 26 Chapters Replete with Constructive Ideas.

SELLING AND BUYING ADVERTISING SPACE

by A. J. Slomanson

Price \$4.50. Mailed on 5 days' approval
Lloyd Pub. Co., 175 Fifth Ave., N. Y.

ICART

FOR ADVERTISING

MAKE ART IN YOUR BUSINESS
A PREDOMINANT SALES FACTOR
•BRING UNITY OF DESIGN, COLOR, TYPE
LETTERING INTO YOUR ADVERTISING

Phone Wisconsin 0053

JOHN J. SHAYN
276 WEST 43RD STREET
New York

of tricks which are generally strewn about in the pictures, and unless it is so recorded, how can they ever prove that the tricks were their own? The writer displays his wares on the printed page, the painter on canvas, but in film and the work of a genius is manifested only in a small strip of celluloid. We have appreciably reduced the footage of the introduction within the last few years, and it may be possible to trim it a bit more here and there.

In view of the above facts, don't you agree that we could not, in justice to all, eliminate the introductory information in a picture?

* * *

In a full-page advertisement going to power companies, the National Lamp Works of the General Electric Company reproduces several advertisements issued by the Ohio Public Service Company featuring illuminated porch lights. The copy relates that nearly 2,000 of these lights were sold in two weeks by the Ohio Public Service Company. The copy then points out that here is a new opportunity for public service companies to increase their lighting load and offers further information on an illuminated house number campaign.

The Schoolmaster is always interested in the methods used by large companies to help their distributors increase sales. He has noted one interesting fact and this is that the company which seems to be able to produce the most new ideas always seem to have a few new ones on tap. Companies of this kind never go on the theory that there are just so many ideas in the world and that after they are used up there will be no more. It is only the smaller, more conservative company which is content to go along in the rut.

* * *

The Pepperell Manufacturing Company published an advertisement recently in a dry goods periodical bearing the title: "An

Available to a Printer

in Metropolitan Area

Agency account executive who can increase business by planning direct mail campaigns for customers and by designing individual printed pieces. Will bring in some accounts. Prefers connection with printer who does not now offer such a service, but will consider place in already established department.

Address "T," Box 33, Printers' Ink.

Jewish Brains

¶ We respect Jewish brains in merchandising and advertising for the reason that the Jew represents two thousand years of merchandising experience. It is in the blood. He knows. It is inborn.

¶ And so, whereas the usual advertisement calls for Christians, this one calls for Jewish talent.

¶ This Advertising Agency, fully recognized, and amply financed, is seeking three Jewish gentlemen under thirty-five years of age to join the Agency as partners. Investment not absolutely necessary if you have other essential qualifications, but you must be wedded to the Advertising Agency business, you must be willing to work, and it is also essential that you have experience in first class ethical organizations.

¶ Write fully, stating experience, what you are doing at the present time and what accounts you handle. Your reply will be held strictly confidential.

Address "V," Box 35, Printers' Ink.

VOLUME SALES

Come from volume efforts. Call volume printing to your aid. Each package, every piece of mail you send out, should carry your printed salesman. All this combines to create Volume Business—let us plan the printed matter you're thinking about Now!

RAMAPO RIVER PRINTING CO., INC.
225 Varick St., New York. Tel. Walker 3180

Wanted—Salesman

to sell financial advertising on a straight commission basis. Experience in financial field necessary. Address "R," Box 32, Printers' Ink.

ADVERTISING AGENCIES

Want to change to a live wire agency, where initiative and hard work counts. Have General Agency and newspaper experience. Bought space, supervised contracting, forwarding and checking departments. Still employed but want to change quickly.

Address "M," Box 170, Printers' Ink.

**Advertising Representative
Wanted**

RADEX, the non-technical radio magazine, having built a circulation of 80,000 without advertising, now offers excellent opportunity to representatives in New York, New England, and Philadelphia. Write:

THE RADEX PRESS
P.O. Box 143 Cleveland, Ohio

Opep Letter to the Progressive Merchants in Los Angeles who sell Lady Pepperell Sheets," which read thus:

You aren't interested one bit in being told that 3,000,000 Lady Pepperell advertisements appear in magazines every month. And we don't blame you.

You are interested in Los Angeles. And so are we. When we tell you that 101,865 Lady Pepperell sales messages in the form of advertisements go into that many Los Angeles homes, that interests you.

National advertising—yes—but national advertising localized for you—and the advertising in Buffalo, or Atlanta, or Chicago is what interests the merchant in those cities. Lady Pepperell advertising localizes itself for every city and town in this country.

This advertising is furnishing "current" to stimulate sales for your store. You stock the goods, make displays inside your store and in the windows, in short, let your customers know that you have what is advertised—the switch is turned on and the light of volume and profits shines forth.

Lady Pepperell advertising is working for every merchant today.

Curious to know how far this localizing of national advertising was being carried by Pepperell, the Schoolmaster called upon Allyn B. McIntire, of the company, to explain. He says:

"Our advertisement is an attempt to get something a little different from the usual advertisement featuring the proverbial 'seventeen million women see our advertisement.' In our opinion the trade is sick and tired of being told the familiar glittering generalities about national advertising. We happened to pick on Los Angeles merely because it gave us a good set of figures to work with. We might have chosen any other city."

"GIBBONS knows CANADA"

J.J. GIBBONS Limited, Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

Multigraph Ribbons Re-inked

OUR *SAFETY* **PROCESS**

Send 3 Ribbons
to be Re-inked
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.

57 Murray St., New York City

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of PRINTERS' INK, published weekly at New York, N. Y., for April 1, 1929.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication: for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; R. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting. Is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 26th day of March, 1929.

EUGENIA PERNS HISCANO,

Notary Public, City of New York.
(My commission expires March 20, 1929.)

Sales Manager

WANTED: An experienced sales manager capable of increasing sales on a well established, nationally advertised line of electrical household appliances. Position requires wide merchandising knowledge of such products and an intimate acquaintance with important dealers, department stores and central stations throughout the United States. Address "W," Box 27, Printers' Ink.

More Sales—Less Expense

That is what every General Manager has the right to expect from his Sales Manager.

That is what I always have delivered.

I am 37 years old and have had 20 years experience in direct selling, as collector, salesman, branch manager, and sales manager. Thorough working knowledge of cash, installment and C. O. D. sales plans. Have organized new sales forces and re-organized old ones. Know the men who have done and can do big things in the field.

I want a connection with a reliable house handling a sound product. My first interest is in the opportunity. Immediate income is secondary. Address "H," Box 177, Printers' Ink.

Mrs. N. C. Sanford,

for the past three and one-half years editorial representative in New York for Good Furniture Magazine,

for four years previously on the editorial staff of The Dry Goods Economist,

is available for editorial position on trade or consumer publication, or with advertising agency.

Address "L," Box 178, Printers' Ink

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers—National, State and Local—Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each by return of

ROSS-Gould Co. 244N. 10th St. St. Louis

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PRINTING—We have complete facilities for printing weekly and monthly publications, catalogs, &c.; Excellent Service. Jersey Printing Co., 10 West 23rd St., Bayonne, N. J.

HELP WANTED

WANTED, by nationally known food packer experienced man to direct sales and advertising. State experience, age, and salary expected. Drawer 1160, Columbus, Ga.

INSURANCE TRADE-PAPER, one of leaders, published weekly in Eastern City, has position for good writer and reporter on staff. Salary \$35 with commissions. Reply with full details to box 555, P. I.

PRINTING SALESMAN—New York plant, well known, doing highest grade halftone and color work offers salesman with established trade fifty percent of profit and full cooperation. Box 541, P. I.

Managing Editor Business Paper group. Must be on-the-trigger news getter. Must plan striking illustrations and intriguing layouts. Must follow through production. State qualifications. Salary. Box 563, Printers' Ink.

Salesman—Window and counter display advertising field. . . wanted by small progressive organization. . . creative ability preferred but not essential. . . satisfactory arrangements. . . write fully in confidence. Box 547, P. I.

Old established publishing house wants assistant to manufacturing man. Applicant must be a man who has had experience in book manufacturing and is familiar with manufacturing records. State age, experience and salary desired. Box 545, Printers' Ink.

ASSISTANT TO ADVERTISING MANAGER—Young man with general advertising experience—copy, layout, production, etc. Must be college graduate. Unusual opportunity with national organization. Complete story wanted in first letter. Box 540, Printers' Ink.

Are YOU This Man?

Practical and experienced in every phase of production, buying printing, art, cuts, etc. . . write house organs . . . visualize folders . . . make roughs for artists . . . some knowledge of direct selling . . . hard work a specialty . . . sell yourself and state experience in a letter . . . not interested in novices. Box 546, P. I.

Prosperous National Automotive Trade Publication—with representatives established and making money, has open territory in Boston, Philadelphia, Cleveland, and the west coast for men, preferably already handling non-competitive publications. Box 538, Printers' Ink.

SALESMEN

with experience in selling advertising. We manufacture a complete line of photographic specialties, window and counter displays, post-cards, salesmen's portfolios, etc. Can be handled as an exclusive or side-line. Commission basis. The Garraway Company, Rutherford, N. J.

Advertising and Sales Manager wanted by paper house distributing printing papers. The man desired must have connections to obtain a sufficient volume of business to at least cover his own expenses. An unusual opportunity for the right man. Our entire staff knows of this advertisement. Box 557, Printers' Ink.

ADVERTISING SOLICITOR

The Peck Advertising Agency of Brooklyn has an opening for an experienced man, who has had agency association and understands advertising. Complete co-operation and Agency Service. Brooklyn resident preferred. Call or write Peck Advertising Agency, 503 Atlantic Ave., Brooklyn.

WE NEED A YOUNG MAN WHO

1. Is interested in advertising and generally conversant with the subject.
2. Has had selling experience or feels that he can sell.

This opportunity is with the Direct Mail Department of a printing concern which has an enviable reputation in this field. Write briefly giving facts on the basis of which an interview will be arranged. Box 551, Printers' Ink.

DIRECT-MAIL COPY AND CONTACT MAN WANTED

A large printer in Western New York has a position for a man with the following qualifications—(1) Knows the mechanics of printing thoroughly—(2) can create and write copy for good direct mail advertising—(3) is mature in viewpoint—(4) has a likeable personality—(5) is available immediately. No beginners will be considered. Tell us your whole story in your first letter and if samples will help you prove it, send them along. They will be returned. Box 542, Printers' Ink.

WANTED BY LARGE EASTERN LITHOGRAPHING HOUSE: Hustling technical foreman for offset press room. Must be thoroughly familiar with up-to-date printing methods from photo plates. Must also know how to handle men. Good salary and future for right man. Box 556, Printers' Ink.

Recognized Leading Gravure Organization of Nation-Wide Service desires the immediate services of an experienced direct advertising salesman to manage its Philadelphia office. Territory as far south as Richmond and as far west as Pittsburgh. Knowledge of territory, particularly Philadelphia, desirable, though not absolutely essential.

A thorough knowledge of merchandising methods, creative ability and ability to meet and sell executives are essential. Money making possibilities limited only by your ability. Drawing account against commission or straight salary. Expenses paid. Permanent employment with opportunity of advancement. State age, nationality, religion, experience, present earnings, business references. Correspondence confidential. Members of our organization know this advertisement is to be run. Box 554, Printers' Ink.

MISCELLANEOUS

TO RENT

219 East 44, 1000 square feet of light space. Especially adapted to advertising agency or Art Service—Keystone View Company.

POSITIONS WANTED

Seasoned Business-Paper Advertising Salesman, age 33, seeks permanent connection in New York territory to represent publication of standing. References furnished. Box 549, Printers' Ink.

Assistant to Mechanical Production Manager in advertising agency, German, 25, 3 years' experience here and Europe. English, German stenographer. Salary to start \$30. Box 539, Printers' Ink.

Junior Executive—College graduate, 25. Knowledge of production. Two years' experience in advertising and sales-by-mail. Seeks position as assistant to sales or advertising manager. Box 550, F. I.

HOW ABOUT ME!

ADVERTISING—PROMOTION—CIRCULATION Man, 31, married, ten years' experience. N. Y. C. only and no outside solicitation. King, 571-80th St., Brooklyn.

BUSINESS GETTER

Experienced young advertising woman. Good education, personality. Excellent sales record on building, real estate, financial publication. Also agency field. New York and Eastern territory. Salary and commission. Box 567, Printers' Ink.

COPY WRITER—

**ALSO SPLENDID VISUALIZER
MAIL ORDER—DIRECT MAIL
NATIONAL ADVERTISING**

exceptional experience N. Y. 4A agencies; immediately available to concern requiring highest type ability. Box 552, P. I.

VERSATILE PENWOMAN with department store and agency experience. Effective contact personality. Will bring creative stimulus to the right agency position. Box 558, Printers' Ink.

Sales-Advertising Executive—Broad experience in fundamental principles of merchandising. Has developed successful national sales organizations, working through factory branches, jobbers and retailers. Box 562, Printers' Ink.

Advertising Manager, for New York magazine or trade journal; twenty years' experience; educated, qualified, competent; college graduate, reliable, dependable, resultful. Modest salary plus percentage of profits. Box 543, P. I.

VERSATILE ARTIST and Layout Man Thoroughly experienced with reputable Agencies, broad knowledge of Commercial Art desires connection with a good concern. Opportunity primary, salary secondary. Box 565, Printers' Ink.

ADVERTISING SOLICITOR

Young man, 14 years' magazine experience, desires locating with New York publisher to cover metropolitan territory. Would consider newspaper connection. Can furnish excellent reference. Box 553, Printers' Ink.

SALES-PROMOTION MAN

Thoroughly experienced in all forms of advertising, especially direct-mail work. Able copywriter and exceptional layout man. Can create resultful campaigns and selling ideas. Knows merchandising and printing. Box 544, P. I.

SECRETARY—Four years' experience with technical publication; accustomed to responsibility, editorial and business routine and detail. \$40. Box 559, Printers' Ink.

A Competent Young Man—23, seeks entrance to the advertising field. Desires to enter at the bottom and earn promotion thru honest effort. Has studied the general principles of advertising, has a varied sales experience and some knowledge of newspaper work. The best of references and other details readily advanced. Box 566, Printers' Ink.

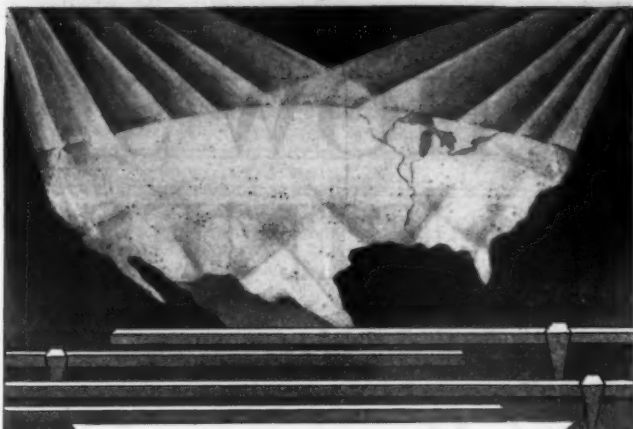
I HAVE A YOUNG MAN

finishing a job for me who will be available on June 1, 1929. He is university-trained and has had six years' experience in direct mail and editorial work. He has plenty of creative ability and he is well qualified to produce conscientious, effective work for an advertiser, an agency, or a good printing house. Box 564, Printers' Ink.

ASS'T SALES MANAGER—Age 33. 8 years sales and executive experience in specialty and commercial fields. Familiar with sales problems of manufacturer and distributor. Can sell; hire and train men and inspire loyalty in them. Can handle advertising and sales promotion work. Will sell at start if necessary. Eastern location, preferably New York. With responsible manufacturer will start on reasonable salary and let advance depend upon results produced. Box 560, Printers' Ink.

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THAT PRIZE **NATIONAL DISTRIBUTION** **- In One Year**

Last year, one of our clients, launching a new product, secured more than 1,000 new selected jobbing connections—one for every three counties in the U. S. A.

Having so recently co-operated in demonstrating the "how" of national distribution in this decisive fashion, we offer other interested advertisers proved capacity in this all-important phase of advertising agency service.



Carroll Dean Murphy, Inc.

A general agency of medium size, in which owner-principals render selected advertisers a thoroughly responsible professional service

Carroll D. Murphy, Pres. and Treas.

Frank R. Schwengel, V. Pres.

Myron T. Harshaw, V. Pres.

31st Floor, Pure Oil Building - CHICAGO

HOW'S BUSINESS *in* Chicago?

12,753 new automobiles were sold in Cook (Chicago) County during March, 1929—the greatest month in history! And the peak selling months are still to come!

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER
